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THE BILLBOARD

Vol. IX., No. 6.

CINCINNATI, JULY 1, 1897.

PRICE to CENTS

The Psychogenesis of Demand.

Psychologists generally agree that there are three elementary and principal divisions of mind or consciousness. These are broadly distinguished as feelings, cognitions and conations, e.g., I feel somehow, I know something. I do something.

We never find, however, that feeling is ever altered without the intervention of cognition or conation; *i. d.*, if we are experiencing a feeling of elation it will not give way to one of depression without cause.

which lies at the basis of demand, is an intermediate phase of feeling which directly precedes the impulse to action which prompts volition, or the exercise of the will.

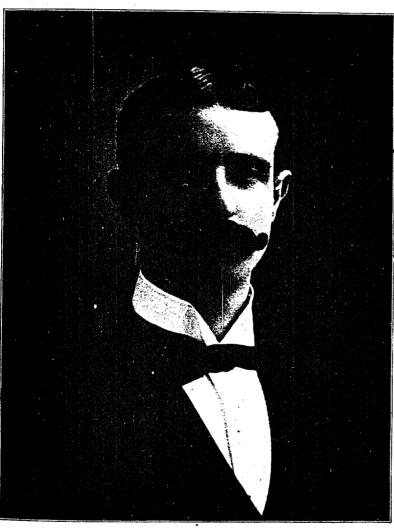
In a recent issue of *Profitable Advertis*ing, Mr. H. L. Kramer, General Manager of the Sterling Remedy Co., is made to deliver the following disquisition on the advertising expert:

"It affords me amusement to read the positive assertions and extravagant promises of the 'expert' advertising writer, not work for hire for others. The statements and inducements he makes are held out to encourage small advertising investments that must, as a rule, result in failure, and only by accident or luck achieve any degree of success. The advertising expert is like the man who ekes out a miserable living by selling tips at the race-track, and who, were his tips reliable, could make a fortune in a day."

If Mr. Kramer is correctly reported, his gaucherie transcends that of any of the advertising experts whom he affects to criticise. His position is utterly untenable. It by no means follows that because a

ers, good buyers, good salesmen and so on.

Occasionally, but not often, we find a successful business man who possesses exceptional advertising ability. The two are not incompatible. Mr. Kramer possesses it in a marked degree. He has done some exceedingly clever work—work, indeed, that shows he knows advertising thoroughly. This, however, only proves that he ought to make a business of advertising, instead of devoting his splendid ability to pushing a couple of thirty-five-cent nostrum formulas. Should he try it, we have no doubt



GEO. H. SIEBE.



J. CHARLES GREEN.

SIEBE & GREEN, of San Francisco, Oakland and Alameda County.

Therefore we are warranted in stating that cognition in all cases precedes feeling and conation follows it. This gives us the regular order in which states of consciousness proceed. Broadly speaking, in any state of mind that we can directly observe we are aware, in the first place, of a change in our sensations or thoughts caused by cognition; secondly, that we are elated or depressed by the change (feeling), and, thirdly, that we are moved to action by our feelings (conation).

The want, wish or desire to possess,

whose stock in trade—'brains, experience, knowledge of mechanical and artistic detail'—affords a panacea that will cure an ad of all its ills and make the people read and believe it. Such a year ling expert, who has never invested a cent of his own money, proposes to take any business, under no matter what conditions, and, by the use of his particularly powerful advertisements, perform miracles of resuscitation, and cause the tide of business once more to pulse through the channels which have been stopped up by old fogyism, otherwise the sturdy conservatism of former days. This is all rot, and the man born with such genius need

man may be gifted as an advertiser that he possesses the qualifications necessary to successfully manage a large business. Conversely, a successful business man need not necessarily be a gifted advertiser any more than he needs be a good bookkeeper, a close buyer or a shrewd salesman. Advertising, like accounting, is only one of the vital elements of business. The successful business man is the one who knows the business he is engaged in, and who is shrewd enough to avail himself of the services of good bookkeep-

that in the course of a few years The Sterling Remedy Co., or any thing he might choose to style himself, would be accorded a rating in the mercantile agencies that would at least compare with that of Chas. Austin Bates, O. J. Gude, or many of the other experts at whom he has directed his ill-mannered and uncalled-for fling.

The advertising expert is here to stay. There is room for him, just as there is room for the expert accountant, the expert appraiser and all the long list of specialists in every line of endeavor.

Siebe & Green, of 'Frisco.

The Napoleons of the Western Billboard

Field.

in San Francisco that is stirring up things

on our prosperous Western Coast and

working up a wonderful interest in bill.

board and outdoor advertising. Although

in business since December of 1895, they

have become the acknowledged leaders.

and practically the dictators, of the post-

ing business in San Francisco and all that

bay region. They command fully four-

fifths of the available bill posting space

in San Francisco, and in the five and a

half months since they turned their at-

tention to Oakland and Alameda county

they have entirely crushed out all oppo-

sition that has been long and seemingly

Their tireless energy, their discrimi-

nating knowledge of their business, their

thoroughly reliable and up-to-date meth-

ods of doing business, has met with the

unqualified approval of the mercantile

world and enabled them to build up a

moralized condition, facing tremendous odds and prejudices that were all in favor

of a long and powerfully entrenched competitor, their fight for life and success

has been a masterly stroke of business

aggressiveness and sagacity.

As posting in San Francisco practically

means posting in Oakland and Alameda, two cities that have fully 150,000 people,

it will be readily seen how firm a position Siebe & Green occupy, and how they really hold the key to the Pacific Coast

Socially, politically and in the business

world, the members of the firm are well known in San Francisco. Geo H. Siebe, the senior member, is of the family of Siebe, a name that is honored and respected wherever the influence of San

Francisco business and political life reach. Mr. Siebe's father is the successful business man, Fred C. Siebe, and his

uncle is John D. Siebe, the present city assessor, both being men of vast wealth

and connected with many business en-

cles Geo. H. Siebe is a prominent figure, being a specially well known "Native

being a specially well known "Native Son," a Mason and an Elk. At one time

he owned and controlled the San Fran-

cisco bill posting plant and was authority

on outdoor advertising. Combining with an affable, engaging personalty, he has shown marked ability and is rated as a shrewd, thorough business man.

J. Chas. Green, who has become known

as the most persuasive, get-there hustler in the business, has been associated with

Mr. Siebe since the partnership was first instituted. He is probably the best authority on the details of bill posting in

California, and has made a notable suc-

cess of advancing the popularity of out-

a great team. Look out for them. Some day their card will read: "We control

the billboard advertising of the Pacific

Coast." As it now reads, they control the billboard advertising of half of California.

door advertising. Siebe & Green, as now constituted, are

In business and fraternal cir-

susiness that has been unprecedented.

Entering a field that was in a badly de-

permanently established.

There is a firm of young business men

CALL.

To the Members and Brother Bill Posters of the United States and Canada, Commercial and Show Printers, Theatrical and Circus Managers and Ad. vertising Contractors, Greeting:

I take pleasure in respectfully notifying you herewith that the Third Annual Convention of the International Bill Posters' Association of the United States and Canada will be held at the St. James Hotel, St. Louis, Mo., on Monday, Tuesday and Wednesday, July 26, 27 and 28,

Yourself and friends are urgently requested to attend. Members will convene promptly at 10:30, a. m., on Monday, July 26. in the assembly room at the St. Tames Hotel

From indications we are assured the attendance will be the largest ever assembled in a bill posters' convention.

A great deal of business of vital importance to the craft will come before the convention, touching directly upon interests of the International Bill Posters' Association therefore your welfare.

It is sincerely expected you will lend your presence, and assist in adopting such measures as, in the judgment of the convention, will be best calculated to continue the increased success of the International Bill Posters' Association, and thereby sharing the benefit.

How can we accomplish this? By putting forth your efforts and giving us your hearty support and co-operation. That will create associated exertion and united action. This concerted action will modify the defects, if any, in our association, and continue to grow stronger than ever by increasing our large membership, which to day is the largest in this country and the peer of them all; clearly demonstrating that the broad and liberal principles on which we were founded open meetings, no star-chamber sessions in ours-is efficiency and merits the advertiser's confidence.

Now, make an attempt to bring in one new member.

Special arrangements have been completed for your entertainment, and no pains will be spared to make your sojourn most enjoyable and long to be remem-

Special rates have been secured at the St. James, from \$1.50 upward.

For further information please write the Secretary.

Very respectfully yours, P. F. SHAEFER, President of The International Bill Posters' Association.

The May issue of Advertising Exberience was a gem.

THE PRESIDENT'S CALL.

PRESIDENT'S OFFICE. CLEVELAND, O., June 18, 1897.

To the Members and all Bill Posters throughout the United States and Canada, Commercial Advertisers, Theatri-cal Managers, Circus Proprietors and Agents.

GREETING.:

The annual convention of the Associated Bill Posters' Association of the United States and Canada will be held at Atlantic City, N. J., commencing July 13.
Arrangements have been made to hold the convention at the "Brunswick Hall." corner Atlantic and Indiana avenues.

Rates have been made by hotels as follows: The Mansion House, \$2 double or \$2.50 single per day; the Rudolph, \$2.50

\$2.50 single per day; the Rudolph, \$2.50 to \$3.50 per day; the St. Charles, \$3.50 to \$7 per day.

The coming meeting is one of vast importance to all members and all bill posters.

Matters of vital importance will come up, and much will depend on the manner in which they are disposed of. It is my earnest wish, and that of all the rs of the association, that every ber, and all those who are not members, but eligible to become such, attend this meeting. We are all equally inter-ested in what is done at this annual conrention, and I believe that it is the duty of every bill poster to attend, and by his counsel and vote help to make laws which will be of benefit to the craft in

Members and delegates from state associations, also those who desire to become members, will please report at headquarters, "Brunswick Hall," at 10 a. m., Tuesday, July 13. Fraternally, AL. BRYAN, President.

J. BALLARD CARROLL, Secretary.

— The Bill Poster.

Purely Personal.

Purely Personal.

H. O. Phillips, of Portland, Me., is making a big try for local commercial patronage. He has picked out a line of customers and bombards them with The BILLBOARD monthly. — H. F. Malinski wishes us good luck. — M. O. Thompson is manager of the Sioux Falls (S. D.) Bill Posting Co. This concern controls 1,500 feet of boards in that city. — We clip the following from the Hradd of Quincy, Ill.: "George Bowman, the bill poster, mourns over a mashed rig. He left his horse standing too near a locomotive, and the animal dashed away when the live steam cozed forth." — Harry C. Ernich, of Fort Scott, Kan., has been compelled to build more boards in order to care for his increasing volume of business. — chas W. Keogh, of Charleston, S. C., writes as follows: "The Empire Advertising and Bill Posting Co. has sold out their interest, and I am now the only licensed bill poster in this city." — W. B. Shull, of Greenville, Tex., also covers Commerce, Rovse City, Quinlan, Celeste, Flovd and Codds Mills. — Abel W. Gilson covers Attleboro, North Attleboro, Falls Village, Plainville, Heebrand Rehaboth. — J. F. Clark, the enterprising bill poster of Conway, Ark., writes that he will continue to read and advertise in The BILLBOARD as long as we use our axe on fakes and swindlers. That will be as long as we live. The following clipping, entitled "A Well Deserved Compliment," is from a Wilmington. Del, exchange: "George W. Jackson, our well known bill poster, and of the firm of the Wilmington Bill Poster, and of the Firm of the Wilmington Bill Poster, and of the Firm of the Wilmington Bill Poster, and of the Firm of the Wilmington Bill Poster, and selected a delegate to the National Bill Posters' convention, to be held at Atlantic City, July 6, 1897. The visitors to Reading were rovally entertained, and banquetted at the Highland House on the mountain, by one of Reading's leading citizens, J. D. Mishler, president of the Pennsylvania Bill Posters' association. From unbigsed judges, the quetted at the Highland House on the mountain, by one of Reading's leading citizens. J. D. Mishler, president of the Pennsylvania Bill Posters' association. From unbiased judges, the Wilmington Bill Posting Co. has the largest and most prominently located billboards of any bill posting company in America, in a town of Wilmington's size."—M. F. Sprenger, of Poughkeepsie, N. Y., known all over the country as "The Honest King," is with us again for another year.—The following is from the Chicago Inter-Ozan." "The Clifford Gaiety Theater staff and the advertising and bill posting men of the Inter-Oran: "The Clifford Gaiety Theater staff and the advertising and bill posting men of the Schiller got into a war last night over the right to put up their paper on the building at the southeast corner of Randolph and Clark streets. C.S. McCarthy, the owner of the building, gave Zig Hart. the advertising agent of the Schiller, the first privilege to post his bills. Fred Davis, the first privilege to post his bills. Fred Davis, the advertising man for the Gaiety, got a permit from the contractors who are remodeling the building, and last night, just before midnight, proceeded to put up two eight-sheet boards. Word was sent over to the Gaiety people by Hart that they had no right to put up their boards, and that they must be removed at once. The order was not complied with, and Zig Hart and his men tore the boards down and carried

them over to the vestibule of the Schiller. Word was at once sent to the Gaiety of this, and Manager Clifford, followed by his entire fighting force, came running to the rescue. They stormed the Schiller lobby and rescued the captured boards. Some of the Schiller men were roughly handled in the encounter, and a large crowd was attracted by the excitement. Later on Mr. Clifford secured permission from Mr. McCarthy himself, and put up the billboards. A riot call was sent in by the police, and the hoodlum wagon sent to the scene. The presence of the police prevented further trouble."—The following is from the St. Paul (Minn.) Globe: The ordinance passed by the Board of Aldermen reducing the license fee for bill posters from \$50 to \$5, was turned down by the assembly committee on streets yesterday afternoon. Those flavoring the passage of the ordinance were Assemblymen Daly and Reardon, but Assemblymen Thompson, Dix and Albrecht voted against it, and the report of the committee to the assembly Thursday night will be an adverse one. C. H. Bonn and M. E. Murray, representing the trades and labor assembly, spoke in favor of the ordinance. Mr. Murray said the passage of the measure would net more money to the city at \$5, than the present one calling for \$50, and it would also give employment to more people. It would also give employment to more people. It would also give employment to more people. It would also break the monopoly. C. H. Bonn was of the opinion that the ordinance now in force had been drafted so as to give a monopoly of the business. He cited the case of Barnum & Bailey's show, which had a force of men now billing the city, and instead of the city getting the revenue it went elsewhere."—The Dispatch of the same city has the following to say: "The Board of Aldermen ordinance, reducing the license fee for bill posting from \$50 to \$5, will be unfavorably recommended by the committee on streets of the assembly. C. H. Bonn. M. E. Murray and Martin Igo, the cummittee from the Trades and Labor assembly, argued

Superb Book on Lithographs.

ing The Ringlings to use the newspar they did to the entire exclusion of and were remarkably successful, too.

Atherton Curtis, in a superb volume. combines the beginning of lithography, with an account of its inventor and many of its exemplars, and some splendid reproductions of the art's finest examples. Senefelder, whose experiments in etching led to his invention in fine lithography, opens the list, while Gericault, Bonington, Harding, Daumier, Delacroix, Isabey, Raffet, Gavarni and other famous lithographers, continue it.

The celebrated anecdote of Louis Senefelder's lithographing his mother's washing as the initiation of the art is contradicted in part by Mr. Curtis, who states that when Senefelder had produced his that when Senetelder had produced ms raised letters on stone, with the washing list, he had not discovered ithography, new as his process was. It was the beginning of a series of experiments that was to end in the discovery of lithographing itself which does not deeped upon a ing itself, which does not depend upon a raised or an incised line. 1798 is the date of the real invention. The date usually given is 1796.

The history of the experiments and the

gradual veering toward the great invention is well worth knowing. Senefelder, like many another inventor, reaped little pecuniary benefit from his invention, even when he saw it used throughout Europe. He himself received a pension from the Bayarian government, but not till 1825,

and he died nine years later.

It took twenty years for lithography to be appreciated in its bearing upon art. Gericault was the first to employ it, at first timidly and ineffectually. The famous "English Farrier" is the only one of Gericault's pieces reproduced. He did nearly eighty. Gericault died before Senetelder, namely, in 1824.

The edition is limited to 750 copies, is got up in the best style and is a triumph in its line. The photogravures, twenty-two in number, are remarkable. (D. Ap-

Poster printers ought to take a greater interest in bill posters and bill posting than they now evince.



LEFEBVRE'S BUDGET.

[Address all communications to Donat Lefebvre, Manchester, N. H.]

Mr. A. R. Beardsley, who is at the head of Dr. Miles' Medical Co., of Elkhart, Ind., has been appointed "aide" on Gov-ernor Mound's staff, with the rank of Congratulations are in order. He is well known by many of the readers.

Distributors will do well to send their card, prices and facilities to the manager of Waukesha Bill Posting Co., Waukesl.a, Wis. Mr. Mevis has a prospective customer who may use this method

Mr. Thos. Kain, No. 88 South street, Middletown, N Y., wants members of the I. A. D to send him all the news—what they are doing, etc-for his breezy sheet,

TIPS.--Williams Bros., Indianapolis, Ind., samples 9 O'clock Tea; Glyza Chemical Co., Washington, D. C.; Cush-man Chemical Co., Indianapolis, Ind. D. H. Foushee Co., 14 Wall street, Lexington, Ky., advertising fans; H. T. Hayes, manager Dr. Chase Co., No. 1512 Chest-nut street, Philadelphia, Pa.; John H. Phelps, Scranton, Pa.; Gibson Mfg. Co., 221 Fifth avenue, Chicago, Ill.; Dr. Story lical Co., Cleveland, O.: Orator F Modward, LeRoy, N. Y.; John Ulh, 2128
Sarah street, Pittsburg, Pa., cards; C. K.
Duschner Co., 30 E. 14th street, New
York, circulars; Sterling Remedy Co.,
Ind. Mineral Springs, Ind.; Elastic Starch Co., New Haven, Conn.; Magic Yeast Co., Chicago, Ill.

What would be considered a "rare specimen" would be to see a poster or even a folder announcing the Nashville, Tenn., exposition in this section. They are scarcer than the proverbial "hen section." Last September they stated that they relied a good deal on the railroad to advertise them, as it would be to the latter's benefit to do so. But I suppose that now, that it is too late, they find out that they relied on a very unreliable point, and the consequence is meager at-tendance, and a New Englander who attends will be as prominent as the "only living nurse of Geo. Wash."

Before another issue of this paper reaches you the meeting of the I. A. D. will be a thing of the past. We once more urge every member to make every effort to attend. The benefits to be accrued cannot be compared, as many advertising agents will be present, and many contracts will be signed for future work before the meeting is adjourned. Don't fail to be at Cincinnati, Ohio, July 22-24.

Two reliable advertisers had a distribu-tion here lately, and the druggists are not enthusiastic over the distribution, as the work was done by the Littlefield Drug Co.'s two boys, and they used their "rub-ber stamp" on the envelopes. If the adwho use this service think it enefits them we shall be glad to forward them a list of the druggists in this city who protest as being detrimental to their prospective trade. We will state once prospective trade. We will state once more that this drug company has the habit of getting the advertising matter from the firms, then stamp their name

on each piece and then send out their two candy department boys to put them out. Results from this can readily be guessed at.

CONVENTION

-OF THE-

International Association of Distributors.

The dates of the convention have been changed from the 20, 21 and 22 to July 22, 23 and 24. The change was made in order to enable delegates to take advantage of the special rate granted by the railroads to the German Epworth League conventiou, which also takes place in Cincinnati on July 22, 23 and 24. The rate is one fare for the round trip, and is good as far east as Buffalo, Pittsburg and Parkersburg, and as far west as Chicago, St. Louis and Peoria. Delegates coming from beyond these points will save money by buying to one of these points and then buying a round trip ticket to Cincinnati. The attendance promises to be very large.

The following correspondence will be interesting to members of the I. A. of D. and distributors in general. Mr. Boorom was president of the I. A. of D. two years and contributed valuable aid toward making the association what it is to-day. Unfortunately, he loyally supported Durboraw, refusing to credit statements of the latter's incompetency, and went down with him rather than sacrifice his con-

victions.

He has since learned that Durboraw was totally unfit to occupy the office from which he was ousted. Mr. Boorom, although out of the distributing business, still has a warm place in his heart for the I. A. of D., as witness the following:

Toledo, Ohio, June 10, 1897.

Editor THE BILLBOARD,
Cincinnati, O.
Dear Sir—I enclose you the following communication, which may be interesting to members of the I A. of D. and I hope you will use it. I am glad to know that the association is prospering and will always watch its growth with interest.

Yours truly,

S. M. BOOROM.

Philadelphia, Pa., June 14, 1897. Mr. S. M Boorom, Henry Building, Springfield,

Mr. S. M Boorom, Henry Building, Springuelu, Ohio.

Dear Sir—Will be pleased to have from your pen a full and correct statement, relating the facts connected with the breaking up of your association of distributors by Steinbrenner and his friends. As you will recall, we made you every offer of friendship and assistance at the beginning of your paper and organization, which, for some reason known only to yourself, were not accepted. We have reason to believe that you were badly treated by these people, and want to get at the bed-rock facts.

Yours very truly.

CLEM. H. CONGDON.

Mr. Boorom answered as follows:

Mr. Boorom answered as follows:

Toledo, Ohio, June 19, 1897.

Clem. H. Congdon, Philadelphia, Pa.

Dear Sir—in reply to your favor of the 14th inst., which was forwarded to my address at this place, I have nothing to say whatever about the alleged breaking up of my association of distributors, as it never was broken up. It was not mine, but one I helped to start with the aid of others. I am glad to know that the association is living and while I am not enjoying any benefits from it. I do enjoy the satisfaction of knowing that the efforts of myself and others to start an association that protected advertisers and

ing that the efforts of myself and others to start an association that protected advertisers and distributors has not been in vain While I am in business other than distributing, were I a distributor I would think of joining no other association but the International Associa-tion of Distributors,

As to me not being a member of it any more, that is purely a private and personal matter which concerns no one.

If you care to, you may use this in the Sun.
Yours truly.

S. M. BOOROM.

The following is a sample of scores and scores of letters which Mr. Steinbrenner is receiving daily. The International Association of Distributors has solved the

difficulties of house-to-house distributing. It has provided a reliable service, and the appreciation of advertisers follows as a

CALIFORNIA FIG SYRUP CO.,
No. 71 John Street.
New York, June 18, 1897.
The International Association of Distributors,
Cincinnati, O.

The International Association of Distributors, Cincinnati, O.
Dear Sirs—Mr. E. H. Smalling, of Worcester, Mass, has done distributing for us for several years in Central and Western Massachusetts. We consider him a reliable man for this work. Mr. Smalling was in this office a few days since, and we suggested to him that he ask for membership in your association. We have used a few of your members, and no doubt will use more as we find them in this part of the country. Please send us list of members.

Yours truly, E. UNDERHILL, Agent.

STREET & SMITH. PUBLISHERS, 237 to 238 William Street.

New York, June 3. 1897.

Mr. W. H. Steinbrenner, Secretary International Association of Distributors. Cincinnati, O. Dear Sir—As you are aware, we are constantly doing a great deal of sample copy distributing in various parts of the country. All the larger places are covered by our regularly employed force of travelers; therefore, it would be useless for any of your members in points of a population greater than 5.000 to write us, but it is quite expensive for us to reach some of the smaller places, running from one thousand to four thousand population. We pay for distribution at the rate of \$1.50 per thousand copies, and require certificate that the work has been properly and thoroughly done. If any of the members of your association in the smaller points desire to enter into communication with us upou this subject, and are willing to accept our terms, we probably would give them some business during the year.

Yours truly,

STREET & SMITH.

LECCERS EDICOR.

Under this heading the publishers invite a free and full discussion of any and all matters of interest to advertisers, bill posters, distributors, sign painters and Fair managers, when couched in courtous language. Of course we do not necessarily endorse the views and opinions of our correspondents.

⁹99999999999999999999

Connellsville, Pa., May 3, 1897. Editor THE BILLBOARD,

Connellsville, Pa., May 3, 1897.

Editor THE BILLBOARD,
Cincinnati, O
Dear Sir—There has been a good deal of distributing done in our territory for the last two weeks. We get our full share of local trade now, but found it hard at first (have only been in business nine months) to pick up business at our regular prices, as the merchants were in the habit of employing boys and cheap men. One day the largest advertiser here followed one of our distributors to see how the work was done. That settled it, and he remarked to a friend that he had be in paying a man one dollar a day to do his distributing, but "hereafter he woul I pay the Clowes Ad and Distributing Co. their price and have it done right." We have done his distributing since, and many of the other merchants have fallen into line and have us do their distributing.

As yet we have very few contracts with out-of-

distributing.

As yet we have very few contracts with out-oftown advertisers, but, as we become known as
reliable, we expect an increase in business. A
great deal of the distributing (I mean thrown
around promiscuously) is done by our druggists.
For instance, about the last of February one of
our druggists distributed samples of Paragon
Tea for Fiel & Co., of Cleveland. None were
put into the houses, but two samples were
thrown into the yards or thrown on the doorstep, some of them sticking in the snow. The
same druggist, for three or four mornings,
threw about 300 booklets belonging to the Kellar
Pharmacal Co., Baltimore, out on the sidewalk
in front of his store door. Another druggist,
last week, sent a boy around with papers, folded
in wrapper, belonging to the A. P. Sawyer Medical Co., Chicago, who threw them into yards
and on doorsteps, although doors were standing
open in many instances. A man, looking like a
tramp, distributed for the Dr. Miles Medical
Co., Elkhart, who handed them out to passersby
on the street. One of my neighbors picked up
eight pamphlets in front of his door. But the
worst waste of advertising matter I ever saw
was the booklets of the Fillsbury-Washburn
Mills Co., of Minneapo is, Minn. They were
distributed by a boy on a very rainy day, thrown
into the hallwas, doorsteps and on the sidewalks. I counted fifteen in one short square.

Hood's Sarsaparilla and Pane's Cellery Compound were well distributed.

We hope to place an add with you in the near
future. At present we are putting up billboards,
and so many other necessary expenses make
our outlay much greater than our income. We
have the street car advertising privileges in two
street car lunes here. listributing.

As yet we have very few contracts with out-of-own advertisers, but, as we become known as

We take THE BILLBOARD through Mr. Cotil-lions, the newsdealer here, and are anxiously We take THE BILLBUAL lions, the newsdealer here, and are analogue awaiting its arrival. Yours truly, WM. CLOWES, Manager.

Butler, Ohio, May 20, 1897.

awaiting its arrival. Yours truly,

WM. CLOWES, Manager.

Butler, Ohio, May 20. 1897.

Editor The Billboard,

Cincinnati, O

Dear Sir—I take great pleasure in reading my bruthers' letters to the editor. They tell what they have, what they are dong and given a number of good pointers that come very have a number of good pointers that come very have a number of good pointers that come very have a number of good pointers that come very have a number of good pointers that come very have a number of good pointers that come very have a number of good pointers that come very have a number of good pointers that come very have a number of good pointers that come very have a number of good pointers that come very have a number of good pointers that come a number of the fines and so that a number of paper of all sizes and kinds. I and Mr Wise a stage carpenter. He came to me and wanted to know what we would do with the paper how we would get it up and where we would put it. Neither Mr. Wise or myself ever poster any paper, and, in fact, did not know a sistent from a 3-sheet. We took the paper to the hall and looked it all over, and then went out he hall and looked it all over, and then went out he hall and looked it all over, and then went out on see where we could find a place to post it. We found some good places, and so the next mon to see where we could find a place to post it. We found some good places, and so the next mon in see where we could find a place to post it. We found some good places, and so the next mon to see where we could find a place to post it. We found some good places, and so the next mon to see where we could find a place to post it. We found some good places, and so the next mon to see where we could find a place to post it. We found some good places, and so the next mon to see where we could find a place to post it with the structure of the sold of the

Delphos, O., June 1st, 1897.

Delphos, O., June 1st, 1897.

Dear Sir—Since buying the billboards in this city on April 1st, another party, (W. F. Tucker) who imagned there was a fortune in the business, has put up one 14x4 billboard and five three sheet boards, and is trying to cut into the business, but as this is his outfit outside of daubs so far. I think he will meet with little success, I offered to buy what he has, but no, he says he will see what he can get out of it. I have put out some good contracts since April 1st, and more coming. Buffalo Bill also under contract. THE BILLBOARD is a welcome visitor at this office each month. Yours truly,

Delphos, O., June 28, 1897. Editor THE BILLBOARD

Delphos, O., June 28, 1897.

Cincinnati, O.

Dear Sir—This is to inform you and the advertising public that I am not the only bill poster in Delphos. Neither is Chas. A. Hood. I have endeavored to get The BILLBOARD regularly each month, but (by some underhand work it seems) I had to order it three or four times of one of our local newsdealers, with whom I placed a standing order before I could get the May issue. I appreciate the paper very much, and was bound not to miss even one number. I got the May issue to day, and notice in your purely personal columns that C. A. Hood has bought out his competitors and is now in sole control of the boards of this city. I declare I am surprised that Mr. Hood has bought out his competitors and is now in sole control of the boards of this city. I declare I am surprised that Mr. Hood has bought me out without my knowledge 'As I have no need of a guardian, I am allowed to transact my business myself. I have not sold out to any one, and I am not thinking of doing so either. I suppose that notice was sent in for the pu pose of having my name canceled on all lists on which it may be and that of Mr. Hood placed there insted. Now, I would be very much pl- sed to have any one investigate and see which of us is furnishing the best located boards in Delphos. Mine are not connected with the opera house, either. My circular letter (a sample of which I enclose herewith) names a few of the many refer, nees that I can furnish.

W. F. Tucker, Box 295.

5.

To Split or Not to Split. BY SAM W. HOKE.

The editor of THE BILLBOARD, in the last month's editorial columns, offers some strange advice to bill posters regarding Royal Baking Powder posting.

Because Royal Baking Powder refuses to do business with a newspaper that won't be "held up," THE BILLBOARD'S editor advises bill posters to allow themselves to be held up. Giving an advertiser a commission is simply cutting rates, pure and simple. And can a billposter afford to charge Beeman's Chewing Gum 3 cents and then accept 2½ cents from Royal, simply because Royal says, "Take 2½ or nothing"? If accepted, how long will Beeman continue at 3 cents? It is a well known fact, however, that

vertising in newspapers that do not give them a commission, although they try to create the impression that they get comnission from all papers. The weak papers give up the agent's commission, of course; and the weak bill posters will probably do the same thing; and Royal Baking Powder will probably give their business to the strong bill posters at full rates and claim that they get commission from all, just as is done with the news-

Let us look at this matter in another light, and see how it seems to the bill poster: It is well known that the editor of The Billboard is also interested in making and selling commercial posters, most of which are sold through bill posters. Bill posters get a nice, handsome commission for selling these stock posters, and consequently sell lots of them. But suppose, after a bill poster has worked store keeper to wanting these posters, that store keeper says, "I will go to headquarters and get these posters, and save the commission you would othand save the commission you would otherwise get." And then suppose Mr. aker allows this comm long do you think the bill poster will continue to work up sales for these stock posters?

Several poster makers have tried the experiment of sending their own sales men through the country to sell posters men through the country to sell posters to retailers, but I think they have invariably found this method very unsatisfactory and very expensive, and if any are still doing it I am not aware of the fact. And that is why I say that it is strange that the editor of THE BILLBOARD should advise bill posters to do what his business sense would prevent him doing himself.

Meanderings Through Manhattan.

Regan & Clark are carrying Coca Cola exclusively, and a large slice of Hires

Root Beer Posting.

Munson has Wool Soap exclusively;
also 6.000 sheets of Admiral Cigarette paper in all sizes from Hoke, for a three months run. Dunlop Tire and Hawes Hats also use Munson exclusively.
"Sam Pratt's Aromatic Gin" and "Be-

tween the Acts Cigarettes" have Van Beuren's boards exclusively.
"Millions Now Use Pearline" smiles

at us from all the billboards. It is a very effective piece of wood work in one print

ing, a blue ground and a white letter. Beeman's Pepsin has a new 28 sheet. Cleveland Bicycles has a peculiar post-It is 4 sheets high and about twothirds as wide as an 8 sheet, though it is printed on 3 sheets. The advertiser expected to post it as a 3 sheet and at the price of a 3-sheet.

An anonymous correspondent in June Bill Poster intimates that there are bill posters who refuse Dollars' paper. The only bill poster who ever refused his paper is one whose work has been so unsatisfactory that Dollars had to drop him. The man amounts to nothing, and none of Dollars' clients have ever wanted his

boards after learning of his methods.

Mr. B:adley, the founder of Asbury Park, is reported as having torn down

about fifty of Mr. Morris's billboards at

about fifty of Mr. Morris's billboards at that place a few days ago, on account of their carrying Santal Midy Posters.

"Tally Ho" and "Search Light" Lamps have each an 8 sheet on all the boards. Both are excellent posters.

A new 8-sheet by \$am W. Hoke, for the Admiral Cigarette, shows a very handsome young woman looking with admiration toward what would probably be the Admiral if the poster were not cut off short. As it is, you see the Admiral's epaulet and a part of his arm and sleeve, the balance being hidden by her head. The poster remarks that "The Admiral is the Favorite." Hoke's establishment at the Favorite." Hoke's establishment at this time fairly glows with sketches which he is submitting to the various advertisers - and the advertiser that can re-

sist a Hoke sketch is a hard one to please Mr. Evans, formerly with the O. J. Gude Co., and recently with Gillam & Shaughnessy, expects to go it alone in

Gillam & Shaughnessy are placing a 16-sheet for the "Never Out" bicycle

KNICKERBOCKER BLOOM.

LETTER FORMS.

(Concluded.)

Edw. B. B., of Atlanta, Ga., requests the form of a letter of solicitation for distributors only. We infer from his letter that Edw. B. B. has no billboards, but devotes his entire time to house-to-house distributing- If we are correct in our surmise, we would suggest that he use two forms, something similar to those we

We advise two forms because in order to cover the whole list of advertisers thoroughly it is necessary to write to advertisers that know nothing of the advantages of this form of advertis ment. People of this kind must be told of its strong points. You must let them know how and why it is powerful, prompt, economical, etc., before you can excite their interest On the other hand, if you were to write such a letter to Hood, Ayer, were to write such a letter to Hood, Ayer, Syrup of Figs, Chase, Pink Pills, etc., who know all about its strength, you would only arouse impatience. A firm that is already using distributing matter is only interested in what you can do for them individually. Therefore, tell them only what particular inducements you have to offer them. Make your letters that lead there town name before them. short, and keep your name before them constantly. Write them at least once every month (once each fortnight would be petter), and it will pay you in the long

We suggest the following line of letters for this purpose, viz.:

No. I.

.....1897, I distribute pamphlets circulars, samples, etc. from house to house in Atlanta. I make a business of it. I do nothing else. I know how to do it thoroughly and well. I would like to do your work.

Respectfully yours,

No. 2.

I am still doing house-to-house distributing at the above address. I am a member of the International Association of Distributors That means my service is guaranteed. I will serve you well when you so desire.

Respectfully yours,

No. 3

House-to-house distributing by men (no boys), and the men are under constant surveillence My service is as efficient and thorough as eternal vigilance can make it. Let me make a trial distribution of this city for you. Very truly yours,

No. 4.

Comparisons are odious. We are not saying anything about the service that you are now receiving in this city. We simply assert that ours is the best, and we are ready to prove the assertion at any time.

Respectfully yours,

No. 5.

As you are doubtless aware, we are now, and have been for the past — years, handling distributing matter for C. I. Hood & Co., California Fig Syrup Co. [let the names of all your regular patrons follow here]. They are satisfied with our service, because it is first-class in every respect. If you contemplate a change, bear us in mind.

Sincerely yours. Sincerely yours,

No. 6.

..1807 You may not want to cover this city just now, but should you desire to do so at any time in the future kindly bear in mind that our service is faithfully, reliably and honestly conducted.

Yours truly.

Keep at them in this strain. Always see that your letters are short. Bear in mind that the chief object is to keep your name before them.

Do not fail to carry a list of your patrons on your letter-head, and every time you get a new house add their name to your ist at once; even if you have to get a rubber stamp in order to do it.

If, on the contrary, you have a list of firms who confine their advertising to papers and periodical publications, or you have secured the names of a number of parties just starting in business, a letter something after the following style is advisable, viz.;

You are advertising. You are interested in advertising. Allow us to trespass briefly on your time and consideration on behalf of house-to-house work. May be you are favorably disposed towary it alreadp. If not, though, may be all you have guessed or surmised may be wrong.

Many, many firms have built themselves up by following this form of advertisement to the exclusion of all others. It must have merit, otherwise these houses never could have succeeded.

Its strong and salient features are easily

merit, otherwise these houses never could have succeeded.

Its strong and salient features are easily pointed out. Your circular, booklet, pamphlet, sample, or what dot, is never skipped. never lost sight of among a vast mass of competing advertisements. On the contrary, fore the time being you have your reader's entire and exclusive attention. Freed from all distracting environment you impress entire and exclusive attention. Freed from all distracting environment you impress him. drive your story home. photograph it on his memory, as no other method can Your space is cheap. You can illustrate, argue and describe at as great ledgth as you desire. That is why house-to-house work is good advertising. There are other reasons – stacks of them—but you can not get away from the one here advanced. Your reader's attention is yours absolutely, exclusively and entirely as long as he is reading your booklet. Think this over It means much.

As for us, we do not write booklets nor illustrate them, nor yet print them. Our business is to distribute them from house to house, store to store, or hand to hand, as directed. May be you think this is an odd business. Possibly it is. Yet we follow it exclusively—devote our entire time and attention to it.

ention to it.

tention to it.

It requires brains, ability and discretion We possess them all together with reputation. When you desire to cover a town, you want to do it thoroughly. You want on booklet put in every home. That is where booklet put in every home. That is where our reputation stands us in hand. We have been placing one booklet in every home in this city for the past—years. We have earned a reputation for honest and reliable work by giving all our patrons just that kind of work, and no other.

When you get around to (name of your city) bear us in mind.

Respectfully,

Here is a good form for a bill poster who devotes as much and as close atten-

tion to his distributing department as he does to his boards:

DISTRIBUTING DEPARTMENT,

95 N. J. R. R. Avenue.

Newark Bill Posting Co., Newark, N. J.

Gentlemen—We beg to call your attention
to our facilities for handling distributing
matter. This department of our business is
entirely separate from our bill posting
and sign advertising business. We have a
separate building under lease at No. 95 New
Jersey Railroad avenue, Newark, N. J.,
where this branch of our business is handled exclusively. We employ thoroughly
reliable men by the year, use horses and
wagons and guarantee good service. Our
rate for distributing in business places, on
public thoroughfares, at mill gates, etc. etc.,
is \$1.00 per thousand; if distributed to business houses and places and private houses
exclusively, the rates are \$1.50 per thousand,
and if put inside of private houses only
the rate is \$2.00 per thousand. The best
reference that we can offer is our special
business rating from the mercantile agencies. If individual references are required
we shall be pleased to furnish them. The
enclosed list of city and suburban routes,
with population of each place, will give
you a comprehensive idea of the material
required for thorough distribution of the
territory; or if any point or place is wanted
distributed separately, it can be done at the
same rate per thousand.

We shall be pleased to hear from you at
any time and furnish you with full imformation relative to this branch of our busness. Awaiting your commands, we are
Yours very truly,

M. SLOCUM,
Per C. Manager.

Member of the International Bill Posting

Per C., Manager. Member of the International Bill Posting

G. C. C., of Syracuse, wants to know how to draw on a client. Purchase at any stationery store a book of blank drafts. Fill out one as follows :

\$5.00. Syracuse, N. Y., July 24, 1897. At one day sight pay to the order of Smith Bill Posting Co. five dollars.
Value received, and charge the same to account of Smith Bill Posting Co.
Thos. Smith, Manager. Thos. Smith, Ma To Brown, Smith & Co., No. 110 East 6th St., New York City.

Turn the draft over and endorse it; that is, write your name on the back, like this:

Bill hos.

The draft may now be deposited in your own bank for collection, or it may be forwarded to a bank located in the city where your client does business. In this latter case the following letter should accompany it, viz:

......bank, Cashier,bank, citystatebank draft on Dear Sir-Please find herewith draft on the city your city, which please collect and remit to us in exchange on (your own town or New York). In remitting please report name in full.

Very truly yours,

J. J. C., Nashville - See Form No. 13 of THE BILLBOARD for June. J. A. S., Newcomerstown-See Forms

Nos. 1 to 6 in the April BILLBOARD. M. M. B., Springfield-From May to Iulv.

C. S. C., Jackson-Form to in the May BILLBOARD.

P. T. Williams, for years the leading member of the Cincinnati City Directory publishing firm, died May 12 at his residence on West Eighth street, Cincinnati, aged eighty-five. His survivi His surviving three

How Many Solicitors?

BY SAM W. HOKE.

I have on my desk a list of about 5,000 general advertisers located in New York City and near vicinity. It is possible that each of these advertisers could be induced to do bill posting if properly solicited. In addition to this 5,000 in this section there are hundreds and thousands scattered throughout the Union, all of whom could possibly be induced to do posting.

How are these thousands to be induced to do bill posting regularly and systematically? The only way I can see is to encourage all advertising agencies to recommend, solicit, and place orders for bill posting. One man is physically unable to do this work. The Associated Bill Posters' Bill Posters' Bill Posters' Associated Bill Posters' Bill Post Bill Posters' Association some years ago tried the experiment of appointing one man to solicit work for their men but he was only one man, and while probably as successful as any one man ould have been under the circumstances, the fact remains that he was only one, and physically capable of seeing only a limited number of advertisers daily.

As a result, some of the members are dissa isfied with this man, and say they want another solicitor. The fact is, they need a dozen solicitors, a hundred solicitors. The only difficulty is in determin ing what solicitor is worthy of confidence, and also capable of placing bill posting properly before the limited number of advertisers that he can see and advise

The Associated Bill Posters' Association will meet in a few days in Atlantic City, and from what I understand from members who have written me, an effort will be made to get resolutions offered welcoming all reputable newspaper advertising agencies, all reputable street car advertising agencies, all reputable programme advertising agencies—in fact, everybody in the advertising line who has a line of customers, and who is not in the salaried employ of one advertiser.

There is some opposition from a few members to the idea of allowing commissions to all reputable advertising agencies, because these agencies in some instances place bill posting only because they have place only posting only occause they have to do so, their customer insisting for this till they have to give in. Having noth-ing to do with influencing this advertis-ing, some bill posters think they should not be allowed a commission. The probability is, however, that these advertising cies would work in favor of bill post ing if it were not for the fact that in the past they have been given to understand that business would not be accepted from

Remove the cause for their opposition, and they will in numerous instances become warm allies to bill posting. But even if this does not make them work for bill posting, it will in any event prevent

their working against bill posting.

And many a bill posting order has been nipped in the bud because of the objection of a newspaper agent in whom the advertiser had confidence.

Grant Allen, in an article entitled "The Vice of Thrift," published in The Humanitarian, London, for May, touches upon advertising. In so doing he betrays a lack of discernment quite incomprehensible in one of his attainments. We quote his words, viz.:

"They overlook the number of idle and useless people, capitalists and rentiers, the pensioned and the privileged, as well as the enormous number unproductively employed either in useless and anti-social callings, such as the army and navy, or in professions subsidiary to the capitalist class, such as lawyers and their clerks, stockbrokers and their assistants, with the vast legion of middlemen, agents, nmercial travelers, and so forth, nor of whom is performing any useful service community, nor producing any hing. If middlemen and the agents or yees of capital were all diverted to honest production (by which I do not mean necessarily material manufacture),

the total of wealth would be immense'y increased, especially in England, where the productive class is now so relatively small, and the various forms of leech or sub-leech so numerous and all-pervading. I will take a single example, that of the advertising element. Just consider the solid phalanx of people engaged in designing, drawing, printing and coloring advertisements, which add nothing to wealth, but have merely the object of inducing you to buy So and so's cocoa rather than So and so's to use What you an So and so's, to use What youmay-call-it soap rather than Thingumbob detergent. Just consider the vast cohort of people employed as commercial travel ers, all bent upon selling Jones's longcloth rather than Smith's; in recon ing Wilkinson's tea as against Jenkin-son's or Simpkinson's. Turn all this useless body to productive work (such as the manufacture of buttons, poetry, cucumbers, or designs for simple brooches), and see how enormously you increase the real output of the country. Why, every-body might go to the play, with an orchid in his buttonhole! If you doubt this statement, that is because you do not know what is meant by an orchid."

THE BILLBOARD

That any one possessing Mr. Allen's knowledge of political economy should err so grievously—so flagrantly—is past understanding. The idea of classing advertising among the non-productive occu-pations is almost on a par with Bishop Potter's recent tirade against labor-saving machinery.
To contend that labor-saving machinery

is responsible for poverty is not one whit more foolish than to argue that advertis-ing involves useless expenditure. Adver-tising as it is conducted to day is a utilitarian factor of greater importance to humanity than all the labor-saying machinery ever fashioned

Poster Advertising.

By FRED FELTON, Manager Central City Show Printing Co., Jackson, Mich.

The use of billboards by commercial advertisers is day by day becoming more popular, and each day seems to demon-strate that the users of this line of advertising are becoming better acquainted with the requirements of the billboard; still, every day we see costly mistakes made in this direction. In the econon of life there seems to be a place for all things, and the sooner the poster user sees that a small, beautiful picture of fine detail is entirely out of place when posted on a billboard, the better it will be for Among the strongest advertisers the day of the single sheet poster has passed, and it is practically demonstrated that nothing short of an 8 sheet should be used, and even this is rather small, a larger one being far preferable. The "poster fad," which has of late run riot, has had some good effects, having introduced the poster to many who before this scarcel knew what a poster was. It has, however, had the bad effect of place, as not one in a hundred of the 'art posters' are suited for the place. Of what avail is one of Millet's gems when posted on a billboard? And this seems to be the fault with the present "poster fad"—lack of legibility. What is wanted for the billboard is strong, easily read matter-something that may be taken in matter—something that may be taken in at a single glance. Who ever saw a lady stop before a billboard to read a corset bill? Yet she is the only user of corsets, and to reach her effectively—or, to be more precise the bill must be so aggressive that it forces her to see and know that that identical corset is just the one she wants. All this must be told her in a glance. No matter how beautiful, or how artistic a bill may be, if it is lacking in aggressive legibility, if its story cannot be seen at a glance, its value is lost, or at least much lessened; consequently, it seems that the effective poster should

possess high color, little matter and, above all, legibility; and, as a rule, size.

Regarding size, I have before said that for stand work nothing less than an S-sheet should be used. There is, however,

in every city a line of what is called "3 sheet boards," and it seems to me that to fully cover all the ground all billing should consist of "stands" and "3-sheets." In this way the bill poster could give a superior showing, having the advantage of a bill for the place. In regard to the colors, art tones are beautiful, but fail to attract the eye as quickly as strong masses of positive color. Neither are they so loud in their aggressiveness. The color should be so assertive that it calls for at tention by the very fact that it is out of harmony with its surroundings. narrows the colors down to a few, bl red, yellow and blue, or occasionally a blending of the colors, which, by the way, should scarcely ever be produced by over printing, as, when so done, the paste used has a tendency to cause the last printed color to scale and look shabby. "Get the best" in one of colors to scale and look shabby. "Get the best," is an old saying, but the difficulty is to know what constitutes the best. The paper comes first. It should be of a good enough quality and weight to stand on the boards for thirty days; anything better than that is a waste; con-sequently a good non-fading book paper of about 60 lbs. weight fills the bill. speaking of weight and sizes, I have in mind as a standard, each sheet 28 x 42 inches, this being the generally accepted size. The matter must be easily read, consequently the letters should be quite plain and bold, with little attempt to the ornamentative, and all ornamentation should as far as possible, be of a kind that adds legibility to the letter rather than to beautify it. There is of late a tendency to use more "lower case" let-ters, and while this letter must be rather smaller than "caps," because of its ex-tension both above and below the line, it s much more legible than all "caps" and should be freely used. The "matter" should be as concise as possible, remembering at all times that the less matter the larger the letters; nor is it well to tell all on a stand, as I believe the pri-mary use of a billboard is to excite attention sufficient to cause the reader to desire further explanation. If, for instance, we have a stand proclaiming that "Smith sells the best sugar," the prospective buver calls on Smith, thereby giving the salesman a chance at the customer. It then lies with the salesman to convin

In fact, I believe it is wrong to pre-sume that the billboard sells goods; it merely gets customers. The actual selling depends upon the goods and the sales-

So much for the billboard and its uses As for the posting, this is easily told. Get a reputable billposter to do it, and you can rely upon his word that it is done, and done right.

WHO WILL IT BE? The Most Popular Bill Poster in America Gets a Trip to England Free, as the Guest of the Billboard. In August of each year the United Bill Posters' Association of Great Britain holds its annual convention. It would seem fitting that a member of the craft in America should be sent to attend this meeting every year. THE BILLBOARD has decided to inaugurate the custom. In 1898 the meeting takes place August 17 and 18, and we will send the most popular bill poster in America as our ambas-

most popular bill poster in America? This question we have decided to settle by a voting contest.

sador. All his expenses, including rail-

road and steamship fare, hotel bills, etc.,

will be paid by us. He will travel first-

class in every way and reflect credit on

the craft in America. But who is the

The contest will last until next July (1898), the progress being announced each month until that time. Cut out this coupon and vote for your choice.

The most popular bill poster in America is city..... State... and is in my estimation best fitted to represent America at the British

Any subscriber can vote. No one reads THE BILLBOARD who is not interested directly or indirectly in bill posters and bill posting, consequently any of our readers may assist in making a choice. The only condition that we insist upon is that the vote be made upon the above coupon None others will be counted. Pick out your man and then stand by him, and vote for him early and often.

"It does not pay to advertise," He said with mournful glance. 'Go to!" his hustling rival cries. "Your brains are in your parts





TWO RECENT "JONES" POSTERS.

THE BILLBOARD

THE BILLBOARD.

PUBLISHED MONTHLY AT 127 East Eighth Street, Cincinnat, O., U. S. A. Address all communications

For the editorial or business departments to THE RILLROARD PURLISHING CO.

. Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the unim rate of ten cents per agate line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash

Billboard Advertising is sold in London at Low's Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Are., W. C. In Paris, at Bretano's, 17 Avenue del Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co. The editor cannot undertake to return unsolicited manuscript: correspondents should keep copy. When it is necessary to wire us the instructions and copy for advertisements, great saving in the

and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

Entered as Second-Class Matter at the Concinnation Ohio, Post Office.

JULY, 1, 1897.

In another column of this issue we publish the president's official call for the convention of the International Bill Posting Association. Mr. Schaefer has with commendable promptitude adopted measures for the quieting of the dissention which threatened to render the forthcoming meeting inharmonious, and it now looks as if nothing more serious than the censure of one of the officers will mark the proceedings. The slate is well perfected at this writing, and the selections are first class. We trust it will go through unbroken. For president, Mr. George H. Siebe, of San Francisco, has the call W. B. Loudon, P. F. Schaefer and L. M. Crawford seem to be well thought of for first, second and third vice presidents, respectively. Mr. P. G. Stout is mentioned for secretary and Mr. C. C. Ames for treasurer. The association will benefit materially from the election of this staff of officers. We should not be surprised to see is double its membership within the year. In any event, it is safe to predict that it will grow much more rapidly under the new regime.

If any one knows the slate in the Associated Bill Posters' Association he has not divulged it. We know of no instructions to delegates whatever, hence can not hazard a prophecy regarding the of- and abuse. ficial roster for the forthcoming year. The difference between Mr. Campbell and Mr. Stahlbrodt has taken on a sectional aspect. The west is likely to be arrayed against the east, with this difference—the west is solid for Campbell, while the east is not solid for Stahlbrodt.

Prominent bill posters in the east, such, for instance as Mr. Sam Pratt of New York, and Mr. Edw. Donnelly, of Boston, are advocating the "open" association along with Mr. Campbell, but are out- tained for a moment. There are far too

spoken in their defense of Mr. Stahlbrodt. It complicates the situation, and renders the outcome very uncertain. There exists, also, a well defined opinion -in the east that the official organ should be brought to New York and published

will enter any objection to such a course. Editing a paper and looking after the details of the publishing thereof is not child's play by any manner of means. It is work-often hard work. Quite fre- member of the association. That would quently the duties and responsibility at- be much better than expulsion. tached thereto are onerous, even burdensome and it is impossible to conceive of a more thankless position.

If the eastern members are really serious in their demands, they will do well to go slow. The Bill Poster, as it is now conducted, is a credit not only to the association, but to the entire craft as well is not likely that a change would improve it, and there is always the chance that meddling will prove hurtful.

It should be remembered that the paper is laboring for bill posters. It makes new clients every month. Its influence is powerful. It may not be felt directly,

Another thing. Where are you going to look for a man to take Mr. Campbell's place? It is easy enough to find fault and criticize. Any fool can do that, but when it comes to improving on the subject's work, who is there fitted to do it?

Mr. Campbell has framed a policy that has reasonably satisfied all, or nearly all, the members of the association. That in itself is no mean feat, when the great diversity of opinion of the members is ccnsidered. Hampered and hemmed in on all sides by a thousand and one foolish restrictions, he has yet made the publication interesting-much more so, in fact, than it would seem was possible. Finally, he has safely steered it through the shoals and rocks that beset the course of all young and untried publications Have a care how you supplant him First find a man fitted to succeed him, and then be sure that man is satisfied to labor zealously for naught but contumely

The scism between the rival factions is assuming proportions which are entirely too formidable. It is well enough for members to contend valiently for their opinions and convictions, but in the present instance the rupture threatens the existence of the association.

The threatened split between the east and the west is freely canvassed and discussed. The idea should not be enter-

many associations now. No possible good could come from it, and much harm would surely result.

The scheme to expel Mr. Stahlbrodt is also radically wrong. Mr. Stahlbrodt has done too much for the bill posters of the country to be accorded treatment of that kind. The only trouble with Stahlbrodt We do not think that Mr. Campbell is that he is pig-headed. If the members will only take him in hand and beat into his stubborn, obstinate brain the fact that he is not the only rock on the sea shore. he will yet prove an exceedingly useful

MAKING IT PAY.

By HARRISON HAYNES HUBBARD.

Before taking up the soliciting of local patronage, I want to draw attention to the following letter. It illustrates a point to which many bill posters have referred: Atlanta, Ga., June 5, 1897.

Harrison H. Hubbard, Cincinnati, O. My Dear Sir—I have read with much interest your articles as published in the May and June ue of THE BILLBOARD, which I think every distributor should read. I am, however, particularly interested in your article of this month. I believe firmly that every distributor should know how to talk advertising interestingly.

tising to some of my local natrons before I could get a copper cent's worth of work from

I have had to beg, plead and write, and were t not for the fact that I am keeping in touch with the advertising world by reading the leading advertising papers I would be completely at sea. Then, too, I have gotten several contracts that source, and have given the tips to

I would esteem it a favor if in your next letter, you would briefly touch upon the important subject of "Business Soliciting." By that, I nean commercial correspondence between the dis tributor and the advertiser. I also believe if you could but point out some scheme whereby the advertiser who is addressed in regard to distributing could be made to answer the correspondence, it would greatly benefit the craft. For example. I send out nearly 100 letters every nonth, and seldom get more than two or three

Now, these 100 letters cost me \$2,00 for postage, besides stationery and stenographer's work, and et I seldom get more than 10 per cent. returns. nonestly believe that one reason why advertisers do not get better service is because they do Thanking you for the interest taken in outdoor publicity, and wishing you every success, I am, Yours very truly,

It is keeping everlastingly at it that gets business, just as it is giving thorough, conscientious and efficient service that retains patronage. Keep it upkeep your name before them. Keep a standing advertisement in THE BILL-BOARD to supplement the work. It will

EDW. B. BRIDGER, Manager,

pay. It is as certain as death and taxes. The greatest difficulty that country bill posters and distributors have to contend with at the present time is the indifference which the national or general advertiser manifests toward the smaller towns. It is inexplicable, for, while the circulation, of course, is much less, the quality of the circulation is so immeasurably better than that yielded by the boards in

cities that results are ten fold greater. However, it is a condition, not a the ory, that confronts the country bill poster, and until the national advertiser

comes to his senses the bill posters in the small towns must needs get along without his patronage. This can readily be done. How? By working up a demand for space among your local retail merchants.

Now. Mr. Man that has tried it and failed, and you fellow that has a town that's no good, I am after you. You are the very fellows I want to talk to, and I want you to follow me closely. There is money in it for you.

I am first going to tell you how I got my first commercial order. Afterwards I shall offer you some hints and suggestions that will prove highly valuable.

I had been canvassing irregularly for about a month without landing an order. when, one evening while I was thinking the matter over, an idea came to me

I had received that day a sample of an eight-sheet and one of a whole-sheet shoe bill from a well-known Cincinnati printing house. I had four firms in my town that handled shoes. I decided to try the smallest store of the lot. It was run by a very conservative man, a newcomer in the town; in fact, he had only opened up some two months previously.

The next morning I went to him, showed him the samples and explained my scheme. I had boards throughout all the surrounding country, and I enlarged at great length on the desirability of the farmers' trade. I explained how prompt, sure and certain the returns from posters were, and finally offered to put up twenfive eight-sheets and 250 whole-sheets for \$45.09. The paper itself would cost me \$22.50, and I charged him five cents a sheet for ten days' showing.

He thought the matter over, but finally shook his head, stating that he was afraid it would not pay.

I expected this, and was ready for him. "Mr. Shannon," said I, "I know it will pay, and just to show you that I mean what I say I ll guarantee it."

This opened his eyes, and we got down to business. I had him figure out the amount of sales he would have to make in order to warrant an expenditure of \$1500, and he decided that \$140.00 was about the amount. He wanted to make it \$140.00 worth of shoes, but I would not have it that way. I insisted that whenever a person inquired for or bought shoes the entire purchases should be counted. Finally he agreed to this, but insisted on the sales reaching \$160.00.

With this understanding I ordered the paper, agreeing that if I failed to give him that amount in sales he was to pay for neither the paper nor the posting.

In due time the posters arrived. They were crosslined :

> SHOES! Any pair in the house \$2.95. SATURDAY, OCT. 20 (On that day only), SHANNON'S Phoenix.

There were four roads leading into town, and I put five of the eight-sheets up on each of them, going out fully five miles. The other six I put up in town. The whole sheets I spotted in about the same proportion.

Well, you never saw anything like it. They came from all directions, and they all went to Shannon's He, his wife, his

son and two daughters had all they could do the whole day long. The store was crowded all the time, and nearly every person who came for shoes bought something else. It was a wonderful success, and every other merchant in town was green with envy.

The next morning (Sunday) I dropped around to see him. He had just finished counting up.

"You win," he said; "\$212.00 cash and \$179 oo on the books." He paid me, and then and there dupli-

cated the order for clothing bills for another sale.

The next day (Monday) I went around to see the other merchants, and got an order at my own price from all but two of them, and I never had any more trouble after that.

Now, the particular point I wish to impress upon bill posters is that the posters were dated and that they advertised a hargain in one thing only. There was no getting away from the returns. The big sales were due to the posters, and to then

I would not advise every bill poster to guarantee results, as I did in this case, but I would try to make a killing for a customer as often as possible. It helps you wonderfully.

If you want to interest your local merchants and hold their trade get country boards. They are cheap; you can rent locations for a subscription to a periodical that need not cost you over 50 cents a year, and the first circus that comes along will almost pay for the building of the boards.

The country bill poster must, above all things, keep his expenses down. If your town is under to oco inhabitants never, under any circumstances, pay cash rentals for locations

Consideration of some kind you must give, of course, in order to get a lease, but let it be other than cash. Be chary, too, of theater tickets, or you are liable to deliver yourself into the hands of the local manager.

I see a good scheme worked now in several towns. The bill poster publishes the theater programme and swaps space in it for locations and windows. Others give the owner a painted sign over the board erected on his lot. Still others control the advertising desks, clocks, folder racks, etc., in the hotels, and swap space in them for locations. There is any number of ways in which outlay of cash may be avoided.

The programme is the best. The wait for the curtain to rise and the waits between acts are potent factors in the ordinary advertiser's estimation. He is easily convinced that time hangs so heavy on the theater goer's hands that he reads the programme advertisements in sheer desperation. Then, again, the cost of publishing a programme is almost nothing. The pay ads will always do it, and the privilege may asually be had for nothing. Sometimes the programme can be made to show a profit over and above all the space it gets you.

Two new imprints on the boards in Chicago are those of Edwards Deutch and Heitmann, 104 outh Clinton street, and the Sherwood Litho. Co., 43t Dearborn street. Both are Chicago and their work is highly creditable.

Signs & Sign Painters

Address all communications for this department to R. H. FORGRAVE, Pickerington, O.

I think the best plan when putting advertising signs on a large surface, such as a side of a large building, is to divide it in sections and put a different sign in each section. A long string of large let-ters is hard to read when close to them, as when the building is close to the high-way, and the point at which it is intended to be viewed is the middle of the road. However, if the point of view is quite a distance from the sign, it is all right to use the whole surface in a single display.

A large smooth bark tree makes a good surface for an advertising sign. They seem to look best with white letters cut in with black. The letters should read

For very large signs, where it requires a great amount of paint, government whitewash may be used to good advantage. It is made as follows: oushel of unslacked lime, slake it with boiling water, cover during the process to keep in steam. Strain the liquid through a fine sieve, and add to it a peak of previously dissolved in warm water, half a pound of Spanish whiting and one pound of clean glue previously dissolved by soaking in cold water and then hanging over a slow fire in a small pot hung in a larger one filled with water. Add five gallons of hot water to the mixture and let stand covered for a few days. It is best applied hot, but can be used cold. The east end of the President's ho Washington is covered with this mixture.

A pint of this wash will cover one square yard, and will be almost as serviceable as paint for wood, brick or stone. It is cheaper than the cheapest paint.

Coloring matter may be added—yellow

ocre makes a cream color. For pearl or lead color, add lamp black; for common stone color, add four pounds raw umbe to two pounds of lamp black, propor-

Yellow attracts the eye quicker than any other color, although it will not show as far as white on a black ground.

The secret of preserving paste lies in the use of an alkali. The other ingre-dients put in it are intended to give it a pleasant flavor. Any alkili that will preserve the albumen of the flour from decomposition will keep paste from spoiling. A paste that will keep for a year nade as follows: Dissolve an ounce of alum in a quart of water, stir in a little flour, carefully beating up the lumps; stir in a half teaspoonful of powpint of boiling water, stirring well. Set away in a cool place. When needed for nse soften with warm water. It will keep just as long without the rosin. makes it adhere better.

Here is a paste that you can peddle: Take a quart of warm water and dissolve an ounce of powdered alum in it; stir in flour with the hand until it becomes so thick you cannot beat it any longer; pour in boiling water until the paste begins to cook; stop pouring in water, but stir until the paste is cooked. Paste cooked to much won't stick well. It ought to be pretty thick. Level it down and pour on it to keep it from cooking on Allow it to stand in a cool place over night, when it may be cut up in , wrapped in strong paper and car ried in the grip. When you reach your journey's end, thin the paste with water d it is ready for use. Thick paste like this, before thinning, will keep in good condition for a year if kept covered with

Sometimes trouble is experienced in getting letters to lay on a newly painted surface. The edges of the letters form up like saw teeth; somettmes it assumes a honeycomb appearance. The paint won't flow on easily, as if the surface had been greased. The fact of the matter is, it is grease from the linseed oil. This is technically known to the trade as "cissing," and is very aggravating. Some-times the difficulty can be overcome by rubbing the surface briskly. Another way is to wash the surface with a weak solution of sal soda and rub dry with a chamois. If it don't respond to this treatment, rub the surface all over with powdered chalk and wipe clean. It is a l idea to wash the surface anyway and wipe dry before putting on the let-ters, whether the paint "cisses" or not. The paint will flow on much more easily,

To make an easy flowing paint, take one part of parrafin oil to three parts of linseed oil. This is what gives ready mixed paint its easy flowing qualities I s used by nearly all ready mixed paint manufadturers. It costs from eight to twenty cents per gallon, according to

When a man refuses to spend fifty dollars for a chance to make a hundred, there is something wrong with him. Good advertising will do it, and good painted bulletin work is good advertising

When painting an advertising sign on a shingle roof, always follow the layers of shingle, whether the roof is sagged or not. The sign will then have a more natural appeasance.

If, somehow, sign painters can get hold

of clear, clean-cut thoughts and boil them

down so as to have the fewest words

that mean the most, bulletin sign painting would soon be the universal method

reaching consumers. The trouble is sign painters give too much attention to tic lettering and not enough to the wording. They seem to think any phrase or set of phrases, no matter how worn or how absurd, will do, just so long as it is fixed up in an artistic style. Ar tising sign, to be valuable, must be impressive. In no other manner can it be made thus than by good wording. The illustration is alone intended to catch the eye, and the text must do the rest, be that much or little. If we would have our abilities as advertisers prized, we must get out of the old rut. When we say be brief, we do not mean that a sign should consist only of a few words. We mean consist only of a few words. that each sentence or phrase should not contain a single superfluous word, whethe the sign contains one line or a hundred Avoid repeating. Let every phrase be a concise and separate description of some characteristic quality of the product advertised. Merely the name of the firm and the article's name is not enough for a bulletin sign. It distinguishes it from no other of the same kind. Just as soon as the merits of the article are begun to be enumerated, just that moment adver-tising is begun. I claim that a few of the selling qualities of an article should alenumerated in a large advertiswavs ing sign in small letters. Some persons will merely read the merely read the large letters and pass on—the same class that gets no further than the headlines of a newspaper-always in a hurry. There are many others, however, who will digest every-thing connected with it. These are the ones who are generally the best customers.

Why would it not be a good idea to call the large lines of lettering in a sign, the Headlines.

A good backing up material for gold letters can be made of white lead finely ground in linseed oil and colored with chrome yellow. Tint as near gold color as possible. Add a little elastic varnish and thin to a working consistency with

Powdered charcoal makes a good smaltz for ground work. Better than sand.

Blue is undoubtedly the best color for the ground of a sign. It is a receding color, and will naturally throw letters out in relief, particularly if they are lined around with black.

If any of you poster men want a paste that won't wear off, rub off nor wash off, try this: Beat to a batter four ounces of ommon starch, two ounces white dextrine, ten ounces cold water; then dissolv ten ounces borax in one-half gallon boiling water and add three ounces glycerine; add the batter to this, and stir until it becomes partly transparent. Being very flexible, this paste will not crack; consequently, the paper will not peel off. It is the drawing of the paper when contract-ing that breaks it. Glycerine added to any kind of paste improves it.

Never thin paste with cold water if you want it to do good service. Paste does better, anyway, when hot. Use wooden vessels, particularly if the paste contains

The question: Can a young man learn sign painting without serving an apprenticeship? has been repeatedly asked through the columns of the trade magazines. Most assuredly. The copies are on every hand. I would want no better pointers than those given by Hoke's sample billboard in the last is practice is the price of proficiency.

To make transparent cloth for illuminated signs, take pulverized white rosin one pound, bleached linseed oil twelve ounces, white beeswax three ounces, ice turpentine twelve ounces. Heat the three articles until dissolved, then add the turpentine while hot.

I presume there is not a man on earth who knows why gold leaf will change color sometimes. Beautiful gold signs have spurted in a year's tim as though every other leaf was copper Many theories have been advanced, bu all are fallible. We know one thing, it occurs oftener in localities where there is much smoke. The copper appearance can sometimes be removed by washing with diluted sulphuric acid or vinegar

Answers to Correspondents.

E. L. W. asks if there is any way to put paper on painted buildings so that it will stick and not flay at the edges. Yes, sir. Wash the walls with a strong solu sir. Wash the walls with a strong solution of pearl ash, applying with an old brush. When thoroughly dry, if your paste is O. K., the paper will stick securely and will not flay.

A. J. S. sends a description of making stencil signs without showing the ties that hold the parts of the letters to-gether, and asks if it may be patented. Any new and useful device may be pat-ented if you can prove that you are the originator. In your case, however, I have seen the same ideas advanced as long ago as six or seven years. The Painters' Magazine for March gives an extensive description of it together with several description of it, together with several illustrations. If it has not been presented at the patent office, you might possibly get it patented. My advice, however, would be to let it alone. Although t is a superior way to stencil signs, we can see nothing in it, as it would come in that class of patents that are easily pirated, the same as letter patterns, and would get little, if anything, out

Purely Personal.

Victor Burnham, of 409 Carlisle avenue, Cincinnati, is a sign painter who believes in distributing. He recently covered the Queen City entire with a circular which reads simply:

WHO IS YOUR PAINTER?
VICTOR BURNHAM.

409 CARLISLE AVENUE.
West of Central avenue.

Cincinnati.

The experiment was an unqualified success.

fr. Burnham is overrun with orders, and has dded over a hundred to his list of regular cus-

LIST OF FAIR This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible ment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of Charge. Copyrighted 1897. All rights reserved.

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ARKANSAS.

Monticello Fair Oct 13 to 16 J J r sec Jackson county Fair Newbort Oct 7 to 9 L Hirsch sec ine Bluff Pine Bluff Fair Oct 10 to 22

COLORADO

Garfield Eagle and Pitkin counties Fair Sept 14 to 17 JB Hurlbut pres Parachute

CONNECTICUT.

Bristol Bristol Fair Sept 20-30 Ard Welton pres E F Gaylord supt races Milo L Morton sec.
Collinsville Farmington Valley Agr Assn Sept
o and 10 E A Hough sec
Danbury Danbury Fair Oct 4 to 9 S H Rundle
pres G M Rundle sec J W Bacon treas
Guilford Guilford Agr Society. Sept 29 A C
Brewer pres George B Spencer treas A H
Phelps sec
Killingworth Killingworth Agr Assn Oct 6 L
P Parmelee sec

P Parmelee sec
Meriden Meriden Agr Society Sept 15 to 17 G
W Fairchild sec No state fair in 1897
Norwich New London county Agl Society Sept 21 to 23 Theodore W Yerrington sec
Rockville Tolland county Agr Assn Sept 7 to 9
TA Lake pres F R Tucker sec
Stafford Springs Stafford Springs Agr Society
Oct —— E C Dennis pres C B Gary sec
Suffield Suffield Agr Society Sept 21 and 22
Waldo S Knox pres E Hemenway sec
Wallingford Wallingford Agl Society Sept 8
to 9 Geo I Jones sec Waldo S Knox pres K Hemenway sec
Wallingford Wallingford Agl Society Sept 8
to 9 Geo I Jones sec
Willimantic Willimantic Fair Assn Sept 28 to
to 30 J Griffin Martin pres A L French sec
Winsted Winsted Agr Corporation W T Hulbert pres F M Platt sec.
Woodstock woodstock Fair Assn H W Hibbard sec

GEORGIA.

Atlanta State Fair Pope Brown pres Hawkins ville
Lawrenceville Gwinnett county Fair Oct 19 to
22 Maj W E Simmons pres W G McNelley sec
Cuthbert Randolph county Fair July 12 W J
Oliver pres Skillman B W Ellis-sec
Tifton Midsummer Fair Assn July 7 to 9 Dr
J F Wilson sec
Valdosta Valdosta Carnival July 13 to 16

ILLINOIS.

Aledo Mercer county Agl Society Sept 21 to 2
John Brady pres W H Graham sec
Anna Union county Fair Aug 31 to Sept 3
Atlanta Logan county Fair Sept 7 to 10
Avon The Avon Fair Sept 14 to 17 J P Johnso pres Julian Churchill sec Selleville St Clair county Fair assn Sept 7 to 10 Louis F Ridman pres Mascoutah August Barthel sec

Barthel sec
Belvidere Boone county Fair Sept 7 to 10
Benton Franklin county Fair Sept 14 to 17
Bushnell McDonough county
Aug 31 to Sept 3
Cambridge Cambridge Fair Sept 7 to 10
Cambridge Cambridge Fair Sept 20 to 24 Jas
Pollock sec Pollock sec Camp Point Adams county Aug 30 to Sept 4 Carmi White county Agl Fair Sept 7 to 11 R

Organ sec
Carrollton Green county Oct 12 to 15
Carthage Hancock county Fair Sept 6 to 10
Catlin Vermilion county Aug 17 to 21
Centralia Centralia Fair assn No fair in 1867

Centralia Centralia Fair assn No fair in 1867
S A Frazier sec
Champaign Champaign county Fair Sept 1 to 3
Charleston Coles county Fair Sept 14 to 18
Clinnon DeWitt county Aug 30 to Sept 3
Danville Vermilion county Aug 31 to Sept 3
Danville Vermilion county Aug 31 to Sept 3
Elmwood Elmwood Fair Aug 24 to 27 W J
Smith pres C F Graham treas C A Snyder se
El Paso Woodford county Sept 13 to 17
Fairbury Livingston county Sept 13 to 17
Fairbury Livingston county Sept 6 to 10
Farmer City DeWitt county Sept 7 to 10
Freeport Northern Illinois Agrassn Sept 7 to 10
I F Aspinwall pres Jas R Conley sec
Galena Galena Fair Sept 28 to Oct 1 George S
Avery pres Wm Barnes treas Frank Bostwick sec
Golconda Golconda Fair Assn Oct 1 to 4 Bar-

oncoma or one of the county of

Homer Champaign county Aug 24 to 27 Homer Champaign county Aug 24 to 27
Hoopeston Vermilion county Aug 24 to 28
Indianola Vermilion county Sept 7 to 10
Jacksonville Morgan county Aug 17 to 20
Jerseyville Morgan county Aug 17 to 20
Jerseyville Morgan county Aug 17 to 20
Jerseyville No Fair in 1897
Jonesboro Union county Sept 14 to 17
Joslin Rock Island county Sept 14 to 17
Joslin Rock Island county Sept 13 to 17
Kewanee Henry county Sept 13 to 17
Kewanee Henry county Fair Sept 21 to 24
J F Latimer pres O L Campbell sec
La Harpe Hancock county Aug 23 to 27 Geo
F Otto pres Judd Hartzell sec
LeRoy McLean county Sept 14 to 17
Libertyville Lake county Sept 14 to 17
Macomb McDonough county Aug 16 to 20

Bundy see
Mendota LaSalle county July 13 to 16
Monmonth Warren county Sept 7 to 16

Monticello Pratt county Aug 16 to 20
Morrison Whiteside county Sept 7 to 10
Mt Vernon Jefferson county Fair Sept 6 to 10
Geo W Evans pres S H Watson treas Fred
P Watson sec

P Watson see

Mt Carroll Carroll county Aug 31 to Sept

2 G F Bucher pres Geo C Kenyon see

Mt Sterling Brown county Aug 10 to 20

Newton Jasper county Sept 21 to 25

Oregon Ogle county Sept 7 to 10

Pana Pana Union Agr society Aug 31 to Sept 4

Lon Roley see

Paris Edwar county

Roley sec
Edgar county Sept 6 to 10 S B McCord
W C Stemons supt of privileges Geo H Menard county Fair Aug 31 to

Sept 3 Geo Williams pres F Burpeind sec Pinckneyville Perry county Oct 5 to 8 Princeton Bureau county Sept 6 to 9 Rochelle Ogle county Sept 21 to 24 Rockford Winnebago county Aug 20 to Sept 3 Russhville Schuyler county Aug 20 to Sept 3 Russhville Schuyler county Aug 20 to 27 Shawneetown Shawneetown Fair Aug 24 to 28 Martin Doherty pres Marsh Wiseheart sec Shelbyville Shelby county Sept 7 to 11 Springfield Illinois State Fair Sept 27 to Oct 2 W C Garrard sec Sullivan Moultrie county Agr 2002

Springfield Illinois State Fair Sept 27 to Oct 2
W C Garrard see
Sullivan Moultrie county Agr assn Aug 30 to
Sept 4 R M Pedro pres L C Fleming sec
Vienna Johnson county Fair W S Wymore
pres W C Simpson see
Warren The Warren Fair Sept 14 to 17 J L
Graham pres S A Clark see
Watseka Iroquois county Sept 7 to 10
Watson Effingham county Sept 14 to 17
Wheaton Dupage county Aug 31 to Sept 3
Woodstock McHenry county Aug 24 to 27
Yorkville Kendall county Sept 7 to 10

INDIANA.

Auderson Fourth of July celebration J W
Knight pres E T Brickley sec I E Mav treas
Angola Steuben Agr Assn Oct 4 to 9 H N
Van Auken pres Orville Goodale sec
Bainbridge Putnam county Fair Aug 2 to 6 J
C Bridger pres G W Starr treas A R Allison sec Bedford Bedford Fair Assn Sept 20 to 25 Geo

Bedford Bedford Pair Assa Sept 27 to Oct 2
McDamel supt
Boonville Boonville Fair Assa Sept 27 to Oct 2
Clamor Pelzer pres S W Taylor sec
Boswell Warren Agr society Sept 7 to 10 Henry
Robertson pres H W Dimmich treas W H
McKnight sec
Bourbon Bourbon Fair Oct 5 to 8 J W Eidson Bremen Bremen Fair Sept 22 to 25 John Huff pres I L D Seiler treas Henry H Miller sec Bridgeton Bridgeton Fair Assn Aug 23 to 28 Lee Overpeck pres F R Miller sec Cayuga Cayuga Fair Assn Sept 20 to 24 J S

Lee Overpeck pres FR Miller sec
Cayuga Cayuga Fair Assn Sept 20 to 24 JS
Grondyke sec
Chrisney Spencer county Agr society Aug 30
to Sept 4 J C Haines pres PC Jolly sec
Clay City Race meeting July 2 and 3 Fair
Sept 6 to 11 W H Guirl pres W C Duncan sec
Columbus Bartholomew county Fair Aug 16
to 21 Ed Redman sec No Fair this year
Corydon Harrison county Agr Society Aug 23
to 27 Henry Wright sec
Covington FW & F Agr assn Sept 14 to 17 W
T Ward sec
Crawfordsville Montgomery county Agr assn
Sept 6 to 10 W W Morgan sec
Crown Point Lake county Fair Sept 7 to 10
A A Bibler sec
East Enterprise Switzerland and Ohio Agr Society Sept 7 to 10 Wm H Madison sec
Elwood Aug 30 to Sept 3 V E Evans sec
Elwood Aug 30 to Sept 3 V E Evans sec
Elwansville Tri-State Fair Dan S Rogen pres
R Lakin sec
Flora Carroll county Fair assn Sept 20 to 25

Evansville Tri-State Fair Dan S Rogen pres' R Lakin sec
Flora Carroll county Fair assn Sept 20 to 25
W E Callane sec
Fort Wayne Fort Wayne Driving Club Aug 9
to 13 H C Rockhill sec
Frankfort Clinton county Agr society Aug 23
to 27 James A Hedgoock pres C R Spence
treas M H Belknap sec Geo Weaver general

treas M H Belknap see Geo weaver general supt
Franklin Johnson county Agricultural Horticultural and Park Assn Aug 31 to Sept 4 S W
Duncan pres W S Young see
Greenfield Hancock county Agr society Aug 23
to 27 Chas Downing pres Elbert Tyner see
Hagerstown Wayne county Agr Society Aug
9 to 14 F H Baldridge see
Huntinburgh Dubois County Fair assn Sept 13
to 18 E W Pickhardt pres Daniel Rentepobler see

to 18 E W Fickhaut P.D.

pobler sec
Indianapolis Indiana State Fair Sept 13 to 17
Chas F Kennedy sec
Kendallville Eastern Indiana Agr assn Sept
27 to Oct 1 N B Newnam pres John Mitchell
treas J S Conlogue sec
Kentland Newton county Fair Assn Aug 30 to
Sept 4 H A Strohm sec Sept 4 H A Strohm sec Knox Starke county Fair Sept 13 to 18 A W Cates sec

Knox Starke county Fair Sept 13 to 18 A W
Cates sec
Kokomo Howard county Eair Sept 0 to 10 W
N Sumption sec
Lafayette Tippecanoe county Fair Aug 30 to
Sept 3 W M Blackstock sec
Laporte Laporte county Fair Sept 21 te 24
J Vene Dorland sec
Lawrenceburg Lawrenceburg Agr society Aug
24 to 28 Harry Nowlen sec
Lebanon Boone county Agr assn Aug 16 to 20
W A Buntin pres C W Scott sec
Liberty Union county Fair Assn Sept 6 to 11
H F McMahon sec

A Wisehart sec
Muncie Delaware county Fair Aug 23 to 28 M
S Claypool sec
New Carlisle Farmers' Union Fair Assn Oct 5
to 7 A H Compton sec
Newcastle Henry county Fair Aug 16 to 21
O Mendenhall sec
Newport Western Indiana race track and Fair
assn Sept 27 to Oct 2 C M Ward pres H V
Nixon treas B S Alken sec
Northwestern Indiana Fair Circuit W A Banks
pres Laporte A A Bibler sec Crown Point
North Vernon North Vernon Fair Assn Aug 3
to 6 J W Myers pres Fred H Nauer sec
Oakland Oakland City Fair Assn Aug 23 to 28
W M Cockrum pres W R Harris sec
Paoli Paoli Fair Sept 8 to 11 A W Bruner
pres H F Davidson sec
Petersburgh No Fair in 1897
Plymouth Marshail county Fair Aug 31 to Sept
3 S Stevens sec
Poplar Grove Poplar Grove District Fair Sept
27 to Oct 1 W W Smith pres A D Wood sec
Address Carroll Ind
Portland Jay county A H & I Joint Stock Co
Fair Sept 27 to Oct 1 James A Graves sec
Princeton Princeton Fair Sept 6 to 11 J W
Johnson pres S V Straine sec
Remington Remington Fair Assn Aug 24 to 27
Jasper Grey sec
Riley Riley Agr society Sept 13 to 17 G H
Butler pres Wm Clark sec and treas
Rochester Fulton county Fair assn Sept 29 to
Oct 2 Ed Marcer sec

Riley Riley Agr society Sept 13 to 17 G H
Butler pres Wm Clark sec and treas
Rochester Fulton county Fair assn Sept 29 to
Oct 2 Ed M2rcer sec
Rockport Spencer county Fair Assn Aug 24 to
28 B F Bridges pres C M Partridge sec
Rushville Rush county Fair Assn Aug 31 to
Sept 3 W L King sec W O Wallon pres
3 H C Hobbs pres A Lanning treas E W
Menaugh sec T M London general supt
Shelbyville Shelby county Fair Sept 7 to 11
W F Wray pres C E Amsden sec
Sheridan Hamilton county Fair Aug 9 to 14
John S Kircheval pres W W Cowgill sec
South Bend St Joseph county Fair Sept 27 to
Oct 1 A W Byers sec
Gwayzee Swayzee Tri-County Agl Society Aug
17 to 20 G W McManaman pres E C King sec
Terre Haute 32d annual Aug 30 to Sept 3 W T
Reauchamp pres, W D Duncan sec
Tipton Tipton Fair Assn Sept 20 to 25 W J
Foster sec
Valoareise Porter county Fair Sept 14 to 17

alparaiso Porter county Fair Sept 14 to 17 ES Beach sec WC Letherman speed ring E'S Beach sec W C Letherman speed ring Vincennes Knox county Agr Assn Sept 27 to Oct 2 Isaac Lyons pres John Burke sec Warren Warren tricounty Fair Sept 7 to 11 S C Roush pres Geo F Morgan treas G M Fleming sec West Lebanon Warren county Fair Sept 21 to 24 Wm Goodwin pres M A Judy sec

Marcus Cherokee county Fair Sept 1 to 3 H

Merrin pres H B Robeson sec

Marengo Iowa county Fair Sept 26 to Oct 1

J W Russell pres M A Loehr sec

Alton Union county Fair Sept 28 to Oct 1

J W Wadsworth pres E B Butler sec

Allison Butler county Fair Sept 7 to 9 H C

Brown pres L J Rogers sec

Allas Buena Vista county Fair Aug 25 to 27

Adams pres C E Cameron sec

Anamosa Anamosa district Fair Aug 17 to 26

E R Moore sec D B Segworth pres

Altington Fayette county Fair Aug 24 to 27

R N Hibbard sec

Altantic Cass county Fair Aug 30 to Sept 2

S W W Straight sec

Adubon Audubon county Fair Sept 1 to 3 W F

Evans pres H L Pierce sec

Belle Plain Big Four Fair Assn Aug 30 to Sep 2

W J Guinn pres J C Milner sec

Belle Plain Big Four Fair Assn Aug 30 to Sep 2

W J Guinn pres J C Milner sec

Bloomfield Davis county Fair Sept 1 to 3

Bloomfield Davis county Fair Aug 24 to 27

T T Hall pres C C Calkins sec

Briscol Adams Cass and Montgomery Fair Oct

4 to 7 T I Hall pres C C Calkins sec

Briscol Adams Cass and Montgomery Fair Oct

4 to 7 T H Hall pres C C Calkins sec

Briscol Adams Cass and Montgomery Fair Oct

4 to 7 T H Hall pres C C Calkins sec

Briscol Adams Cass and Montgomery Fair Oct

4 to 7 T H Hall pres C C Calkins sec

Briscol Adams Cass and Montgomery Fair Oct

4 to 7 T H Hall pres C C Calkins sec

Briscol Adams Cass and Montgomery Fair Oct

4 to 7 T H Hall pres C C Calkins sec

Britt Hancock county Fair Sept 14 to 16 M B

Safp pres Thos A Way see

Carroll Ocurroll County Fair Sept 28 to Oct 1

S W M Scott pres Clyde Dunning Sec

Newton Jasper county Fair Sept 2 to 24

W J Guinn pres J C Milner sec

Newton Jasper county Fair Sept 7 to 10 John E Carlett pres F M Adams sec

Newton Jasper county Fair Sept 2 to 27

Newton Jasper county Fair Sept 2 to 27

Newton Jasper County Fair Sept 2 to 27

Newton Jasper county Fair Sept 3 to 10

S W Scott pres Clyde Dunning Sec

Newton Jasper county Fair Sept 2 to 27

Newton Jasper County Fair Sept 2 to 27

Neschamers D M Rowland sec

Newton Jasper County Fair Sept 2 to 27 IOWA.

T Slagle pres J C Blowhard sec
Boone Boone district Pair Aug 3 to 5 John
Keating pres John Birmingham sec
Briscol Adams Cass and Montgomery Fair Oct
4 to 7 T I Hall pres C C Calkins sec
Britt Hancock county Fair Sept 14 to 16 M B
Safp pres Thos A Way sec
Carroll Carroll county Fair and Driving Park
assn Aug 17 to 20 H A Junod sec A L Wright
pres
Cascade Cascade Driving Park and Fair Ground
assn Aug 36 to Sept 3 W A Fairburn pres
Chas L Kay treas J H Klinker sec
Centerville Appanoose county Fair J T Connor sec

nor sec Central City Wapsie Valley Fair Aug 31 to Sep 3 I P Bowdish pres Fred McLeod treas E M

3 I P Bowdish pres Fred McLeou treas Sawyer sec Chariton Lucas county Fair Sept 28 to Oct 1 G J Stewart pres W M Householder sec Charles City Floyd county Fair Sept 14 to 17 H N Ervay pres C M Carr sec Clarion Wright county Fair Sept 21 to 24 W

C Brown sec
Clarinda Page county Fair Aug 31 to Sept 3
Milt Knox pres W I, Lundy sec
Columbus City Columbus Junction District Fair
Aug 24 to 27 W H Letts pres R S Johnston sec
Corning Adams county Fair Sept 20 to 23 J
M Devore pres E J Miner treas H E Wes-Clarinda Page county Fair Aug 31 to Sept 3
Milt Knox pres W I. Lundy sec
Columbus City Columbus Junction District Fair
Aug 24 to 27 W H Letts pres R S Johnston sec
Corning Adams county Fair Sept 20 to 23 J
M Devore pres E J Miner treas H E Westrop sec
Corydon Wayne county Fair Sept 6 to 10 JN
Davison pres H K Evans sec
Cresco Howard county Fair Sept 7 to 11 CD
Nichols pres J C Webster sec
Danbury Danbury District Fair Sept 2 to 4 1 B
Santee sec
Davenport Davenport Fair and Expo Sept 6 to
10 P W McManus sec
Decorah Winneshiek county Fair Aug 31 to
Sept 3 H S Coffeen sec

Salem Salem and Hillsboro District Fair Sept 3
Seymour Seymour District Fair Sept 3
Seymour Seymour District Fair Sept 13
to 17 J T Lowry pres R E Lowry sec
Seymour Seymour District Fair Sept 13
to 17 J T Lowry pres R E Lowry sec
Seymour Seymour District Fair Sept 13
to 17 J T Lowry pres R E Lowry sec
Seymour Seymour District Fair Sept 13
to 17 J T Lowry pres R E Lowry sec
Seymour Seymour District Fair Sept 13
to 17 J T Lowry pres R E Lowry sec
Seymour Seymour District Fair Sept 13
to 17 J T Lowry pres R E Lowry sec
Sibely Shelby District Fair Sept 14
to 17 J T Lowry pres R E Lowry sec
Sibely Shelby District Fair Sept 14
to 17 J T Lowry pres R E Lowry sec
Sibely Shelby District Fair Sept 16
T Seymour District Fair Sept 13
to 17 J T Lowry pres R E Lowry sec
Sibely Shelby District Fair Sept 16
T Seymour District Fair Sept 3
Seymour Seymour District Fair Sept 3
Seymou

Linton Greene county Fair Sept 13 to 18 Jacob Berne sec Madisou offerson county Agr Society Aug 10 Marion Granta County Agr Society Sept 13 to 18 Greek pres C F Cassaday sec Des Moinces Ince Graham Jr sec Marion Grant County Agr Society Sept 13 to 18 Greek pres H G Hamaker sec Middletown Henry county Fair Aug 23 to 28 M S Claypool sec Muncie Delaware county Fair Aug 23 to 28 M S Claypool sec New Carlisle Farmers' Union Fair Assn Oct 5 to 7 A H Compton sec New Carlisle Farmers' Union Fair Assn Oct 5 to 7 A H Compton sec New Carlisle Farmers' Union Fair Assn Oct 5 to 7 A H Compton sec New Carlisle Farmers' Union Fair Assn Oct 5 to 7 A H Compton sec New Carlisle Farmers' Union Fair Assn Oct 5 to 7 A H Compton sec Northwestern Indiana race track and Fair North Verton Fair Assn Aug 24 to 27 Northwestern Indiana Fair Circuit: W A Banks pres Laporte A A Bibler sec Crown Point North Vernon Fair Assn Aug 23 to 25 W M Cockrum pres W R Harris sec Oakland Oakland City Fair Assn Aug 23 to 25 W M Cockrum pres W R Harris sec Paoli Paoli Fair Sept 3 to 11 A W Brunner pres H F Davidson sec Pay 10 Oct 1 W W Smith pres A D Wood sec Address Carroll Iud Portland Jay county A H & I Joint Stock Co Fair Sept 27 to Oct 1 James A Graves sec Princeton Princeton Fair Sept 6 to 11 J W Johnson pres S V Straine sec Princeton Princeton Fair Sept 6 to 11 J W Johnson pres S V Straine sec Remington Remington Fair Assn Aug 24 to 27 Jasper Grey sec Riley Riley Agr society Sept 13 to 17 G H Butler pres W m Clark sec and treas Rochester W M Cockport Spencer county Fair Assn Aug 24 to 27 L First Repair Sept 5 to 11 J W Johnson pres S V Straine sec Original Remington Fair Assn Aug 24 to 27 L First Repair Sept 7 to 10 Sept 3 W L King sec W O Wallon pres Salem W washington county Fair Assn Aug 24 to 27 L First Repair Sept 7 to 10 Sept 3 W L King sec W O Wallon pres Salem W ashington county Fair Sept 7 to 11 J W Johnson pres S C E Amsden Sec Salem W ashington county Fair Sept 7 to 11 J W Johnson pres S C E Amsden Sec Salem W ashington county Fair Sept 7

Jefferson Green county Agr Fair D L Howard sec
Keosauqua Van Buren county Fair Aug 25 to 27
Geo C Duffield pres W E Davis sec
Knoxville Marion county Fair Aug 24 to 27
Walter Elliott pres T C Gibson sec
Lenox Lenox District Fair Sept 28 to Oct 1 M
F Brown pres M F McEniry sec
Lineville Lineville District Fair assn Sept 21 to
24 W B Wasson pres T J Lovett sec
Malcom Poweshiek Central Fair Aug 24 to 27
M H Meiger pres James Nowak sec
Malvern Mills county Fair Sept 21 to 23 J M
Kline pres I J Swain sec
Manchester Delaware county Fair Aug 31 to
Sept 3 W D Hogan pres B E Miles sec
Mapleton Maple Valley Fair assn Aug 30 to
Sept 2 John Carhart pres J E Jerome sec
Magnoketa Jackson county Fair Sept 7 to 10
Hon A Hurst pres Adam Ringlip sec
Marcus Cherokee county Fair Sept 1 to 3 H
M Ferrin pres H B Robeson sec
Marengo Iowa county Fair Sept 2 to 24 Rllis
Hakes pres D M Rowland sec
Mason City Cerro Gordo county Agr Society
Sept 13 to 16 John D Glass pres Wm Letts
sec
Mechanicsville District Fair Aug 24 to 27 J J

Osage Mitchell county Fair Sept. 1. Sept. 2. Sept. 2. Sept. 2. Sept. 2. Sept. 3. Sep

Oxford Oxford District Pair James Sherlock pres F W Sies sec
Pella Lake Prairie District Fair Sept 28 to Oct
I John DeCook pres Chas Porter sec
Perry Perry District Fair Sept 27 to 30 Allen
Breed pres J T Davis sec
Rhodes Eden District Agl Society Pair Sept 21 to 23 W A Nichols pres Thomas Watts sec
Rockwell City No Fair in 18-7
Ruthven No Fair in 18-97
Sac City Sac county Fair Sept 7 to 10 Frank
E Briggs sec
Salem Salem and Hillsboro District Fair Sept
2 to 10 Lord Lores pres Flock Berry sec

lem and Hillsboro District Fair Sept

Traer Traer District Fair Aug 31 to Sept 2 S
H West pres J B Dennis sec
Victor Victor District Fair Sept 6 to 8 D B Victor Victor District Fair Sept o to 8 D B
Connelly pres S T Allison see
Villisca Villisca Union Fair Sept 6 to 9 D W
Jackson pres P L Ingman sec
Vinton Benton county Fair
Hite pres L A Mitchell sec
Wapello Louisa co Agr Socy Sept 7 to 10 N

Wasello Louisa co Agr Socy Sept 7 to 10 N W McKay sec
Wasello Louisa co Agr Socy Sept 7 to 10 N W McKay sec
Washington Washington county Fair Aug 30 to Sept 2 C R Wells pres J D Glasgow sec
Waukon Allamakee co Agl Society Sep 14 to 17
C M Reemau pres J E Baxter vice pres J E
Duffy treas Wm S Hart sec
Webster City Hamilton county Fair Sept 7 to
10 J W Adams pres I M Greenwood sec
West Branch Cedar county Fair Aug 18 to 20
C H Farall pres A A Madson sec
West Liberty West Liberty Fair Sept 6 to 9
Albert Whiteacre pres W H Sbirdman sec
West Point West Point District Fair Sept 28 to
Oct 1 John Walljasper sec
West Union Arlington Agr society Aug 31 to
Sept 3 G D Darnall pres L L Farr sec
What Cheer What Cheer District Fair assn
Sept 27 to 30 E R Hatcher pres T C Legoe sec
Wilton Junction The Wilton Fair Sept 21 to 23
J M Rider sec
Winfield Eastern Iowa District Fair Aug 31 to
Sept 3 Theo Russell pres E C Rinkle sec

J M Rider sec Winfield Eastern Iowa District Fair Aug 31 to Sept 3 Theo Russell pres E C Hinkle sec Winterset Madison county Fair Sept 28 to Oct 1 W A Forbes pres C A Lee sec

KANSAS.

Burlington Coffee county Fair Sept 13 to 17 W
J Armstrong pres M E Grimes treas J E
Woodford sec
Clay Centre Clay county Fair D H Myers pres
Walter Puckey sec
Fredonia Fredonia Agr Society Aug 24 to 27
J T Cooper sec
Garnett Anderson county Fair Assn Aug 31 to
Sept 3 J W Garrison pres Geo Patton sec
Hiawatha Brown county Fair G J Johnson
pres Grant W Harrington sec
Iola Allen county Agr society Scpt 8 to 11 A
L Taylor pres Lute L Northrup treas H L
Henderson sec

Henderson sec
Olathe Johnson county Fair Aug 24 to 27 W A
Pugh sec
Ottawa Franklin county Fair Sept 20 to 25
Chas H Ridgeway sec
Paola Miami county Agr society Sept 28 to Oct
1 J F Bradbury pres P L Ware treas W J
Carpenter sec

Carpenter see
Seneca No Fair in 1897
Seneca No Fair in 1897
Winfield The Cowley county Fair and Driving
Park Assn Sept 14 to 17 F W Schwantes
pres P H Albright treas W S Kennedy see

KENTUCKY.

Alexandria Campbell county Agr Society Aug 24 to 28 F M White pres J J Wright see Bardstown Bardstown Fair Assn Aug 77 to 20 Bowling Green Warren county Fair Assn Sept 8 to 11 J H Malloy pres J M Robertson see Danville Danville Fair Assn Aug 3 to 7 C P Cecil pres Saml Lyons see Elizabethtown Elizabethtown Fair Assn Aug 17 to 21 J A Kinkead see Ellendale Ellendale Fair Aug 2 to 7 W T Rapier pres Curdsville R T Smith see Sorgho Germantown Germantown Fair Sept 1 to 4 D A French pres John R Walton see Greenville Muhlenburg county Fair Assn Oct 12 to 16 Dr T J Slayton pres W L Phillips see Hartford Ohio county Fair Sept 30 to Oct 2 T L Griffin pres W G Hardwick see Lancaster Garrard county Fair July 16 to 17 John M Faira see Lawrenceburg Lawrenceburg Fair Aug 17 to 20 J W Gaines see Lebanon Marion county Fair Assn Aug 10 to 13 Sam T Spaulding see Madisonville Hopkins county Eair Aug 25 to 26 J B Atkinson director in chief C C Givens see Owensboro Davies county Fair Assn Oct 5 to 9

osec
Owensboro Davies county Fair Assn Oct 5 to 9
Paducah Paducah Fair and Expo assn Sept 7
to 10 Races July 5 and 6 James M Lang pres
Alex Kirkland sec
Paris No Fair in 1897
Richmond Madison County Fair assn July 20

Paris No ran.

Richmond Madison County Fair Hash
to 25 S A Deatherage sec
Shelbyville Shelby County Agr and Mec assn
Aug 24 to 27 T J Doolau pres Shannon Reid
treas J M Logan sec
Shepherdsville Bullitt county Fair Assn Aug
Simmons pres N T Morrow sec

Shepherdsville Bullitt county Fair Assn Aug 24 to 27 Wm Simmons pres N T Morrow sec Uniontown Union county F2ir Oct 5 to 9 J W Proctor pres W A Berry sec Versailles No Fair in 1897 Williamsburg Whitley County Fair assn Sept I to 3 Walker Mason pres Nick Daniel sec

MAINE.

Bangor Rastern Maine State Agr Society Maplewood Park Aug 30 to Sept 3
Belfast Waldo county Agr Society Sept 21 to 22
Blue Hill Hancock county Agr Society Mountain Park Sept 21 to 25
Bridgton Farmers and Mechanics Club Sept 23
and 24 S S Fuller pres Isalah S Webb sec
Buxton Buxton and Hollis Agr Society Aug 31
to Sept 2

and 24 Software And Hollis Agr Society
to Sept 2
Cornish Ossipee Valley Union Agr Assn Aug
24 to 26
Damariscotta Lincoln county Agr Society Oct East Eddington East Eddington Farmers Club Sept 15 and 16 Elisworth Hancock county Fair Assn Sept 6

Elisworth Hancock County to 10 to 10 Farmington Franklin county Agr Society Sept 14 to 16
or ham Cumberland county Agr Society Narnagansett Park Sept 7 to 9
ray Gray Park assn Aug 24 to 26 Wm P
Haskell pres I W Sievens sec
larrison Northern Cumberland Agr Society
Sept 21 and 22

Sept 21 and 22
Hartland East Somerset Agr society Sept 7 to 9
P W Thompson pres S H Goodwin sec

Lewiston State Agr Society Aug 30 to Sept 3
Monroe Waldo and Penobscot Agr Society Sept
14 to 16
Pembroke Washington county Agr Society
Sept 15 and 16
Portland New England Fair Aug 16 to 21 F
H Appleton pres Peabody E T Rowell sec
Lowell
Readfield Kennebec county Agr Society Sept
7 to 9 Readheld Kennenec county Agr Society Sept. 7 to 9
To 9
Unity North Waldo Agr Assn Unity Trotting Park Sept 29 and 30
West Cumberland Cumberland Farmers Club Fair Sept 28 and 29

MARYLAND.

Easton Talbot county Fair Aug 31 to Sept 3 Jos R Harrington pres Martin M Higgins sec Frederick City The Frederick Fair Oct 19 to 22 Harry C Keefer sec

Hagry Ckeler sec
Hagerstown Oct 12 to 15
Rockville Montgomery co Fair Aug 31 to Sep
2 John E Muncaster secy Norbeck
Timonium Maryland State Fair in conjunction
with Baltimore county Fair Sept 14 to 17 H C
Longnecker sec Towson Md
Upper Mariboro Aug 17 to 20

MASSACHUSETTS.

Amesbury Amesbury and Salisbury Agr society Fair Sept 28 to 30 A H Fielden sec. CW Woods pres Newbury Amberst Hampshire county Fair Sept 28 and 29 Herbert Sabin sec. Geo P Smith pres Sun-derland derland
Athol Worcester Northwest Fair Oct 5 and 6
J H Humphrey see BW Spooner pres
Barnstable Barnstable county fair Aug 31 to
Sept 2 H M Hutchius see John Simpkins pres
Yarmouth

Barre Worcester county West Sept 30 and Oct 1
Matthew Walker sec Geo Mixter pres Hard-

Matthew Walker sec Geo Mikiei pics landwick
wick
Blandford Union county Fair Sept 15 to 17 E
W Boise sec Geo Eminons pres
Boston Massachusetts Horticultural Fair Sept
30 and Oct 1 Robert Manning sec Francis H
Appleton pres Peabody
Bridgewater Plymouth county Fair Sept 15 to
17 Geo M Hooper sec I N Nutter pres
Brocton Brocton Fair Oct 6 to 9 Hon H W Robinson pres E M Thompson treas Ira Copelaud sec

lands see
Charlemont Deerfield Valley Fair Sept 16 and
17 S W Hawkes see C E Leavitt pres
Cummington Hillside Fair Sept 20 and 29 W
G Atkins W Cummington see S W Clark pres
Fitchburg Worcester North Fair Sept 21 and
22 John H White see Lunenburg J L Harrington pres Lunenburg ton pres Lunenburg ramingham Middlesex South Fair Sept 14 to 16 Geo C Blades sec S Framingham Geo L

16 Geo C Blades sec S Framingham Geo L Whitney pres Great Barrington Housatonic county Fair Sept 29 and 30 Frank H Briggs sec C A Benedict

29 and 30 Frank in Driggs Sec CA Beneaux pres Egremon
Greenfield Franklin county Fair Sept 23 and 24 F N Thompson sec A A Smith pres Colrain Hingham Hingham county Fair Sept 28 and 29 Wm H Thomas sec E L Ripley pres
Lancaster Worcester East Sept 16 and 17 W A Kilbourn sec South Lancaster John E Thayer pres
Lowell Middlesex North Sept 16 to 18 E T Rowell sec A C Vernum pres

Lowell Middlesex North Sept 16 to 18 E T
Rowell see A C Vernum pres
Marshfield Marshfield county Fair Aug 25 to
27 Francis Collamore see North Pembroke
Walter Hall pres
Middlefield Highland county Fair Sept 8 and
9 John T Bryan see Jonathan McElwain pres
Nantucket Nantucket Ag1 society Sept 1 and 2
J F Murphy see Thos G Macy pres
North Attleborough Manufacturers Agr Fair
Aug 31 and Sept 1 Wm H Pond see W H Riley
pres
North Adams Hoosac Valley Fair Sept 22 and 23
Geo F Adams see W B Plunkett pres
North Ampton Hampshire Franklin and Hampden Fairs Oct 6 and 7 S S Warner see H C
Comins pres Hadley
Oxford Oxford Fair Sept 21 and 22 W H H

den Fairs Oct 6 and 7 S S Warner sec H C
Comins pres Hadley
Oxford Oxford Fair Sept 21 and 22 W H H
Thurston sec J W Stockwell pres Sutton
Palmer Eastern Hampden Fair Sept 21 and 22
F D Barton sec A D Norcross sec Monson
Peabody Essex Fair Sept 21 to 23
Francis H
Appleton sec Chas S Sargent pres Brookline
Pittsheld Berkshire Fair Sept 14 to 16
Chas H
Wright sec F A Palmer pres Stockbridge
South Weymouth Weymouth Fair Sept 23 to 25
H Wilbur Dyer sec B F Poole pres Rockland
Spencer Spencer Fair Sept 23 and 24
F B Watson sec I J Comins pres
Springfield No Fair in 1897
W F Gale sec
Sturbridge Worcester South Fair Sept 16 and
17
E V Corey sec A B Chamberlain pres
Taunton Bristol co fair Sept 21 to 23
Gertrude
Williams sec W C Baylus pres
Uxbridge Blackstone Valley Fair Sept 26 and
29
Augustus Story sec Saml B Taft pres
West Tilsbury Martha's Vineyard Fair Sept 21
and 22
B T Hillman sec Edgartown H G Morton pres
Worcester Massachusetts State Grange Fair

ton pres
Worcester Massachusetts State Grange Fair
Aug 31 to Sept 3 John B Bowker sec W C
Jewett pres

MICHIGAN.

Allegan Allegan county Agr Society Sept 28 to Oct 1 Chas Miner pres T S Updyke sec Oct i Chas Miner pres TS Updyke sec
Ann Arbor Washtenaw County Fair assn Sept
28 to Oct i E E Leland pres R C McAllister Bad Axe Huron county Agr Society John J
Murdock pres A L Wright sec
Caledonia Caledonia Union Fair Oct 6 to 8
Chas H Kinsey sec
Coldwater Branch county Fair Assn Sept 21 to

Coldwater Branch county Fair Assn Sept 21 to 24 A J Aldrich sec Coopersville Sept 21 to 24 C DeVos sec Caro Caro District Agr Assn Sept 28 to Oct 1 Chas Montague pres F B Rainsford sec Dowagiac Dowagiac Union Fair Sept 28 to Oct 1 Samuel Johnson sec

Grand Rapids Michigan State Agr Society Sept 6 to 11 Wm Ball pres Hamburg H S Fralick Grand Rapids Kent county Agr Assn Sept 20 to 24 A H Greenley sec
Hadley Hadley District Agr and Hort Society
Sept 28 to 30 F A Smith sec
Hastings Barry county Industrial Fair Sept 28
to Oct 1 A F sylvester pres Irving R M Bates

sec Hillsdale Annual Hillsdale Fair Sep 26 to Oct t CW Terwilliger sec Ionia Ionia Dist Fair Assn Luther E Hall pres W L Peck treas Chas A Cornell sec Ironwood Googles county for Society pres W L Peck treas Chas A Cornell sec
Ironwood Gogebec county Agr Society Sept 9
to 11 W S Goodland pres C E Hauk sec
Litchfield Fair for 1897 doubtful L B Agard sec
Muskegon Muskegon county Fair Sept 7 to 10
J C Ford pres Fruitport R A Fleming sec
Owosso No Fair in 1897 E O Dewey sec
Plymouth Plymouth Fair Assn Sept 14 to 17
M Collier sec
Traverse City Grand Traverse county Agr and
Ind Society Sept 21 to 24 John White pres
Solon E O Ladd sec

MINNESOTA.

Ada Norman county Agr society Louis Hintze Aitken Aitken county Agr and Stock Breeders' assn W B Marr sec Albert Lea Minnesota State Butter and Cheese Makers' assn John A Turnbull sec Wells

bert Lea Freeborn county Agr society G N Alexandria Douglass county Agr Society Sept 25 to 27 W I Jordan sec Austin Mower county Agr society N S Gordon sec

Barnum Carlton county Agr society W H Noyes lenson Swift county Agr society J W Clark sec Benson Switt county Agr society J w Chair Scott Sird Island Renville county Agr society I S Gerald sec
Blue Earth City Faribault county Agr society
Oct 4 to 6 W Whitfield sec
Caledonia Houston county Agr society E P
Dorival sec

Dorival sec
Cambridge Isanti county Agr Society Sept 22
and 23 W H Dunbar sec
Carver Carver county Agr society W H Noyes Sec Chaska Chaska Agr Assn Sept 23 to 25 V J Greiner see
Crookston Northern Minnesota Agr and Driving assn I V E Wyatt see
Currie Murray county Agr Society Oct 7 and 8
Neil Currie see
Duluth St Louis county Agr society Sept 22 to

Duluth St Louis county Agr society Sept 22 to 25 JE Cooley see
Elbow Lake Grant county Agr society H W Barker see
Fairmont Martin county Agr society Sept 27 to 29 Edw F Wade see
Faribault Rice county Agr society N S Erb see
Farmington Dakota county Agr Society Sept 21 to 23 W H Brownell see
Fertile Polk and Norman county Fair assn John Holton see
Fosston Thirteen Towns' Agl society A W Foss see

Fossion Thirteen Towns Agr Society
Foss sec
Garden City Blue Earth county Agr Society
Sept 1 to 3 E W Parker pres W H Over sec
Rdgar Dilley treas
Hallock Kittson county Agr society E A Nel-

Hallock Kittson county Agr society E A Nelson sec
Hamline State Agr Socy Sep 6 to 11 Ed Weaver
pres Maukato E W Randall sec
Howard Lake Wright county Agr Society Sept
28 to 30 J C Holbrooke sec
Hutchinson McLeod county Agr Society Sept
15 to 17 H C Lyon pres J F Slover sec
Jackson Jackson county Agr society F E
Bailey sec
Kasson Dodge county Agr Society Sept 14 to 17
Aug E Anderson sec
Le Sueur Le Sueur county Agr Society Sept 15
to 17 M W Grimes sec
Long Prairie Todd county agr society A L
Strauss sec
McIntosh McIntosh county Agr Society Sept 6
to 19 C E Lauman sec

McIntosh McIntosh county Agr Society Sept 6
to 19 C E Camman sec
Madison Lac qui Park Agr Society Sept 23 to
25 H L Hayden sec
Mora Kauabec county agr society M E Ruthertord sec
Morris Stevens county agr society D T Whea-

Morris stevens county agr society D T Wheaton sec
New Ulm Brown county Agr Society Aug 26 to
25 Albert Steinhauser sec
Northfield Rice county Union C H Pierce sec
Owatonna Steele county Agr Society Aug 25 to
27 J Frank Dean sec
Park Rapids Shell Prairies Agr Society Sept 16
to 18 H F Witter sec
Pine City Pine county agr society J D Vaughan
sec sec Pipestone Pipestone agr society Robert Scarf sec
Preston Fillmore county Agr Society Sept 15 to
17 W P Durst sec
Princeton Mille Lacs agr society J W Hart-

rinceton Mille Lacs agr society J W Hart-man sec Redwood Falls Redwood agr society O L Dorn-Redwood Falls Redwood agr society O L Dornberg see
Rush City Chicago and Pine Agr Society Sept 14 to 16 V D Eddy see
St James Watowan Agr Society Sept 22 to 24
F B Lynch see
St Paul State Fair Sept 6 to 11 Ed Weaver pres Mankato A B Moffatt treas Mankato E
W Randall see Hamline
St Peter Nicollet Agr Society Sept 1 to 3 John A Johnson see
St Vincent St Vincent Union Industrial Assu

Johnson see Ancent St Vincent Union Industrial Assu Oct 7 and 8 Wm G Deacon sec

Slayton Murray county agr and mechanical
Fair assn W J McAllister sec

Waseca Waseca county A M & I Society Sept 2
to 4 E R Latham sec

Windon Cottonwood agr society L J Robinson

Winnebago Faribault Agr and Joint Stock So-ciety Sept 30 to Oct 2 M H Oliver sec Worthington Nobles Agr Society Sept 21 to 23 E A Tripp sec Zumbrota Goodhue Agr Society Sept 29 to Oct 1 M H Baskfield sec

MISSOURI.

Belton Belton Fair assn Aug 17 to 20 W A Hill sec.

Cape Girardean Southeastern District Agr Socy Oct 12 to 16 E H Engelmann sec

Carrollton Carroll County Fair assn Aug 24 to 27 R P Queen sec

Chillicothe Chillicothe Fair Assn Sept 7 to 10 John W Graves pres A P Shour sec

Dexter The Stoddard county Agr Society Aug 24 to 29 A A Joendt pres C D Bailey sec

Edina Knox county A & M Assn Aug 24 to 27 R M Biggerstaff pres J J Jack sec

Fulton Callaway county A & M Society Sept 7 to 10 J S Watson pres J R Penn sec

Harris District Fair Assn Aug 23 to 27 John T Haley pres Dr W H Watson sec

Konnedy sec Belton Belton Fair assn Aug 17 to 20 W A

Holden Holden Fair Aug to to 13 Thomas Kennedy sec
Kihoka Clark county A & Massin Aug 31 to Sept 3 Wm Boulware pres Jos Vandolah sec
La Plata La Plata Fair Assin Aug 31 to Sept 2
A S Ray pres G B Easley sec
Lee's Summitt Jackson county Fair Assin Sept
28 to Oct 1 E M Hanlon sec
Maitland Nodaway Valley Fair Assin Aug
17 to 20 Ed L Hart sec
Mexico Mexico Fair assin Aug 10 to 14 S B
Cook pres Theodore Williams sec
Milan Sullivan county Fair Sept 8 to 11 James
Sterling pres Cory B Long sec Wm McClan-Sullivan county Fair Sept 8 to 11 James ing pres Cory B Long sec Wm McClan-

Milan Sullivan county Pair Sept 8 to 11 James
Sterling pres Cory B Long sec Wm McClanahan supt
Platte City The Platte county A M & S Assn D
A Chesnut pres Wm Forman sec
Rich Hill Rich Hill Fair assn Aug 17 to 20 S
T Broaddus sec
Rockport Rockport Fair Assn Sept 14 to 17 J
W Young sec
St Joseph St Joseph Fair Assn Aug 23 to 28
Palmer L Clark sec
St Louis St Louis Fair assn Oct 4 to 9 Robert
Aull vice-president and genl manager Jos A
Murphy sec
Trenton Trenton Fair Sept 14 to 17 P H
Yakey sec

Murphy sec
Trenton Trenton Fair Sept 14 to 17 P H
Yakey sec
Springfield Springfield Fair assn Sept 6 to 1
H F Denton sec
Washington Franklin County A & Massn Sept
8 to 11 Louis F Pues sec

NEBRASKA.

NEBRASKA.

Ainsworth Brown county Sept 30 to Oct 2 D D Carpenter pres C F Barnes sec Auburn Nemaha county Sept 28 to Oct 1 Wm Watson pres C F Neal sec Autorn Hamilton county Sept 14 to 17 T A Mc-Kay pres L W Shuman sec Bassett Rock county Agr society Sept 23 and 24 J H Putnam pres W T Phillips sec Bassett Rock county Agr society Sept 23 to Oct 1 O W Clark pres J T Nickerson sec Eertrand Phelps county Fair assn Oct 5 to 8 C C Gibbons pres J F Wolfe sec Blair Washington county Agr society Sept 14 to 16 A C Jones pres C T Farnham's sec Broken Bow Custer county Agr society Sept 14 to 16 M Cuddington Sec Central City Merrick county Agr society Sept 14 to 16 M Cuddington Sec Chadron Dawes county Agr society Sept 14 to 16 M Cuddington Sec Chadron Dawes county Agr society Sept 18 W Campbell pres W J Gardiner treas L F Frvar sec B H Dunn general supt Columbus Platte county Sept 29 to Oct 1 L H North pres Gus Beecher sec Culbertson Hitchcock county Agr society Sept 13 to 15 W Z Taylor sec David City Butter county Sept 29 to Oct 1 L H G Beardslee sec Elmwood Elmwood Agr assn Sept 7 to 10 H G Beardslee sec Elmwood Gosper county Fair assn Sept 8 to 11 W T Parknison pres A M White sec Fairbury Jefferson county Sept 28 to 30 H M Warriner pres A Blacklidge sec Fremont Dodge county Sept 28 to 30 H M Warriner pres A Blacklidge sec Fremont Dodge county Sept 28 to 30 H M Warriner pres A Blacklidge sec Fremont Dodge county Sept 28 to 30 W H Mead Dres W H Haven sec Geneva Fillmore county Sept 28 to 30 W H Mead Dres W H Haven sec Grand Island Hall county Fair assn Sept 7 to 10 J D Hamilton sec Gering Scotts Bluff county Fair assn F D Walt sec Grand Island Hall county Fair Sept 28 to Oct 1 W H Harrison pres D H Vantine sec Grand Island Hall county Fair Sept 28 to 17 A R Gable pres Z M Baird sec Harrison Sioux county Sept 15 to 17 A R Gable pres Z M Baird sec Licker Fair Sept 28 to 19 T A R Gable pres Z M Baird sec Licker Fair Sept 30 County Sept 14 to 17 W

Hartington Cedar county Sept 15 to 17 A R
Gable pres Z M Baird sec
Harrison Sioux county Agr society E E Livermore pres W H Davis sec
Indianola Red Willow county Sept 14 to 17 W
S Fitch pres McCook WA McCord sec
Kearney Buffalo county Sept 14 to 17 E J Hub
bell pres J E Showe sec
Lincoln Lancaster county Agr society Oct 5 to
8 O W Webster pres H C Young sec
Loup City Sherman county Agr assn
to 15 C I, Drake pres W R Mellor sec
Madison Madison county Sept 28 to Oct 1 A
McGehee pres A C Tyne sec
Madrid No Fair in 1897
Minden Kearney county Sept 7 to 10 L M Copeland pres E B Trough sec
Nelson Nuckells county Agr assn Sept 13 to 16
W G Bradley sec
Omaha Nebraska State Fair Sept 17 to 24

W G Bradley sec Omaha Nebraska State Fair Sept 17 to 24 Milton Doolittle pres North Platte Robt W Furnas sec Brownville

Orleans Harlan county Agr society

16 M B Holland pres Orleans Neb D K Waggoner see Stamford Neb

Pawnee City Pawnee county Agr society Sept

15 to 17 C A Schaggsal sec

H Wahe sec
Syracuse Otol county Fair and Driving Park
assn Sept 13 to 16 A F Coddington pres F E
Brown sec
Tecnuseh Johnson county Fair assn Oct 4 to 8

Technisch Johnson county Fair Assin Oct 4 to 6
W Robb sec
Tekemah Burt county Sept 8 to 10 E C Houston pres G W Green sec
Wahoo Saunders county Sept 21 to 24 N B
Bergrew pres L W Gilchrist sec
West Point Cuming ounty agr society C Rupp
Deces James C Elliott sec
Wilber Saline county Fair Sept 14 to 16 Geo H
Ross pres E Ballard treas S D Davis sec
York York county Fair Sept 13 to 16 W N Redder pres Geo S Cook sec

NEW HAMPSHIRE.

Bristol Bristol Fair assn Zera Tilton sec Plymouth Plymouth Fair assn Aug 31 to Sept Plymouth Plymouth Fair assn Aug 31 to Sept 2 C C Wright sec Rochester Rochester Fair Sept 21 to 24 How I W Springfield pres A S Parshley sec Tilton New Hampshire Grange Fair Sept 4 to 16 W H Stinson pres Dunbarton T O Taylor treas Sanbornton G H Wadleigh sec

NEW JERSEY.

Trenton Great inter-state Fair Sept 27 to Oct 1 Juo Guild Muirhead sec Waverly Park N J State Fair Sept 6 to 10 Wm R Thompkins pres P T Quinn sec

NEW MEXICO.

Albuquerque Territorial Fair assn Sept 13 to 19 C F Myers pres J E Saint sec

NEW YORK.

Albion Orleans county Fair assn Sept 23 to 25 E A Rowley pres L H Beach sec Altamont Albany county Agr society and Expo Sept 13 to 16 Jas Keerholts pres Geo F Tay-lor sec

lor sec Angelica Allegany county Agr society Sept 14 to 16 ES Bartlett pres H E Dudley sec Ballston Sna Saratoga county Agr society Aug Balleton Spa Saratoga county Agr society Aug 23 to 27 H C Dates pres Frank L Smith sec Rirchton

Birchtofi
Batavia Genesee county Agl Society Sept 20 to
23 Jos N Parker pres Elba C D Harris treas
Elba A E Brown sec Bath Steuben county agr soci ty Sept 28 to Oct I Barnet L Kelan pres Bradford Chas A

Schultz sec

Brockport Brockport Union agr society Sept 30
to Oct 2 Chas Garrison pres Geo B Harmon ec okfield Brookfield Agl Society Sept 21 to 23

WA Grant sec
Cambridge Cambridge Fair Aug 3t to Sept 3
Iohn L Pratt Jr sec
Canandaigua Untario county Fair assn Sept
21 to 23 R M Lee pres Wm H Warfield sec
Carmel Putnam county agr assn Aug 24 to 27

21 to 23 R M Lee pres Wm H Warfield sec
Carmel Putnam county agr assu Aug 24 to 27
Phthip Diehl pres G R Cole sec
Chatham Columbia county agr society Sept 7
to 10 John P Mikle pres W A Darcless sec
Cooperstown Otsego county Fair assn Sept 20
to 22 F I. Quaif sec
Delhi 1:elaware county Agl Society Aug 31 to
Sept 2 R P McIntosh sec
Dryden Dryden Fair Sept 21 to 23 S G Lupton
pres J B Wilson sec
Elmyra Chemung county Fair Aug 30 to Sept 3
Geo McCann sec
Fondu Montgomery county Agr society Sept 6

Geo McCann sec
Fondu Montgomery county Agr society Sept 6
to 9 J D Snow pres Palatine Bridge Wm Wiles
treas Fultonville J B Martin sec
Genesen Livingston county agr society No fair
in 1897 H V Colt sec
Hamburgh Erie county agr society Sept 13

Hamburgh Edit Colony
to 17
Hornellsville Hornellsville Farmers' Club Sept
6 to 10 L A Waldo pres Milo M Acker sec
Ithaca Tompkins county agr society Aug 31 to
Sept 3 Clinton D Boulton pres Amasa G
Geuung sec A H Platts manager races
Jamestown No fair in 1897
Johnstown Fullon county agr society Aug 30 to
Sept 2 Oliver Getman pres Eugene Moore

Sept 2 Oliver Getman pres Eugene Moore sec
Lockport Niagara county agr society Sept 22 to 25 Geo H Bradley pres John D rrison sec
Lowville Lewis coun y agr society Sept 14 to 17 A M Seymour pres Copenhagen W S Windecker sec
Lyous Wayne county agr society Sept 16 to 18
W A Langdon pres A F Sheldon sec
Malone Franklin county agr society Sept 28
to Oct 1 E W Lawrence pres W J Mallon sec
Middletown Orange county agr society Sept 14 to 17
Augustus Denniston pres Washingtonville David A Morrison sec Newburg
Mineola L I Queen's County Agl Society June
16 17 and Sept 21 25 Thos H Bacon Jericho L I
sec

Sec
Newport No fair in 1897
Norwich Chenango county agr assn Aug 31 to
Sept 3 CW Laupher pres F Joe Schoon sec
Olean Grand Street Fair Sept 7 to 10 Wm
Horner pres CH Rowland sec L H Brooks

advertising manager
Oneonta Oneonta Union agr society Sept 13 to
16 S L Huntington sec
O angeburgh Rockland County A & H Society
sept 21 to 24 C Irving Hopper pres Edward
Earl sec

Earl sec
Owego Tioga county agr society Sept 7 to 9
Herman M Pilb 117 pres I. W Kingman sec
Penn Yan The Yates county agr society Sept
21 to 73 Ira R Brundage pres Orville F Ran-

dolph sec Phoenix - Phoenix Union agr assu - T.L. Decker sec Plattsburgh Clinton county agr society Sept 7 to ro WT Burleigh sec

Pottsdam. Racket Valley and St Regis Valley agr society Sept 21 to 24 F A Weed pres Harris H Fay sec.

Poughkeepsie Dutchess county agr society Sept 21 to 24 R W Rives pres E R Bain sec.

Riverhead Suffolk county Agr society Sept 25 to 30 Sylvester M Foster sec.

Rochester Western New York Agr Society. to 30 Sylvester M Foster see to chester Western New York Agr Society Sept 13 to 17 J H Sherman pres E S Burr sec tome Oneida county Fair assn Sept 20 to 24 J B Cushman see choharie Schoharie county agr society Sept

Schoharie Schoharie county agr society Sept 27 to 30 Frank K Grant sec Syracuse New York State Fair Aug 23 to 28 Jas B Docharty sec State Agr Socy Aug 23 to 28 Benj F Tracy pres W Judson Smith treas and genl mgt Theodore H Coleman sec Watertown Jefferson co Agr Socy Sept 7 to 10 W R Skeels sec

Watertown Jefferson co Agr Socy Sept 7 to 10 W R Skeels sec
Warsaw Wyoming county agr society Sept 14 to 16 A A Luther pres C W Smith sec
Waterloo Seneca county Agr Society Sept 21 to 23 I L Huff pres Edward Nugent sec
Westport Essex county Agr Society Sept 14 to 16 W A Tucker pres C E Stevens sec
Whitney's Point Broome county agr society
Sept 7 to 10 H J Wattles pres F E Dilen sec

NORTH CAROLINA.

Burlington The Alamance Fair Oct — SH Webb sec Webb sec
Fayetteville Cumberland county agr assn Nov
10 to 12 G W Lawrence sec
Maxton Border Expositi n Oct 27 to 29 M
McNair pres W B Harker sec
Raleigh State Fair Oct 18 to 23 John Nichols sec Bennehau Cameron pres
Rocky Mount Rocky Mount Fair Oct 27 to 29
W S Wilkinson sec Richard H Battle pres

OHIO.

Ada Tri-County Fair Aug 31 to Sept 3 A N Rice sec
Akron Summit county Fair Oct 5 to 8 L S
Elbright pres Geo W Brewster treas Albert
Hale sec Mogadore
Ashland Ashland Fair Aug 31 to Sept 3 R J
Simonton pres J Cohn treas A W Fritzinger

sec Athens Athens county Fair Aug 24 to 26 N W Baker pres Winfield S Scott treas D M Burchfield sec

W Baker pres Winfield S Scott treas D M Burchfield sec
Bellefontaine Logan county Fair Sept 28 to Oct 1 L H Pool by DeGraff Chas R Rogers treas DeGraff Banner M Allen sec
Berea West Cuyahoga Fair Sept 14 to 16 Wm Biddulph pres Dover W J Poots treas Strongsville C H Bushy sec
Bo ton (Owensville P O) Clermont county Fair Sept 6 to 10 Bennett Behymer pres Locust Corner J O Rapp treas Owensville John Rowan sec Blowville
Bowling Green Wood county Fair Frank Powell pres Perrysburg E B Beverstock sec Tontogany J O Avery sec Weston
Bucyrus Crawford county Fair Sept 21 to 24 E B Monnett pres M J Monnett treas B Beal sec

Beal sec
Burton Geauga county Fair Sept 14 to 17 Chas
Hall pres East Claridon H C Tuttle treas P
W Parmalee sec
Ladiz Harrison county Fair Sept 29 to Oct 1
A D McGuire pres Sam I Hamilton treas J
C Glover sec

C Glover sec

anal Dover Tuscarawas county Fair Sept 21

to 24 H W Streb sec

Canfield Mahoning county Fair Sept 28 to 30

S D L Jackson pres Youngstown S A Fogg

treas J H Ruhiman sec Youngstown

Canton Stark county Fair Sept 28 to Oct 1

M Welty pres North Industry H A Wise treas

J H Lehman sec

Carpull county Fair Sept 28 to Oct 1

Carpull County Fair Sept 28 to Oct 1

M Welty pres North Industry HA Wise treas J H Lehman sec
Carrollton Carroll county Fair Sept 28 to Oct I
Jas A Lee pres Harlem Springs Thos J Saltsman treas CA Tope sec
Carthage Hamilton county Fair Aug 17 to 20
Chas G Mitchell pres Wyoming Wm H Blair
treas Madisonville D L Sampon sec silverton
Celina Mercer county Fair Aug 17 to 20 S H
Weaver pres Early J M Winter treas C W
Halfhill sec Mercer
Chagrin Falls Cuyanoga county Fair Sept 7 to
10 L R Dunham pres Newburg Wm Rodgers
treas Geo B Huggett sec
Chillicothe Rose county Fair Aug 2 to 6 Clark

Chillicothe Rose county Fair Aug 3 to 6 Clark
W Story pres Theo Spetnagle treas H W
Woodrow ser

W Story pres Theo Speining is the Summer meeting July 20 to 23 W E Morris pres W S Smith treas 4 J Grigsby sec
Columbus Ohio State Fair Ang 30 to Sept 3 J T Robinson pres Rockaway J C Bower treas Columbus W W Miller sec Columbus
Coshocton Coshocton county Fair Ot 12 to 15 Ed M Hanlon pres Corwin McCoytreas Robt Boyd sec

Boyd sec
Croton Hartford Central Fair Sept 7 to 10 Homer Green pres Johnstown J Coleman treas
L C Clark sec
East Liverpool Aug 31 to Sept 3 A W Stevenson sec
Baton Preble county F

son sec aton Preble county Fair. Sept 27 to Oct 1 J C Anderson pres Camden C F Brooke Jr treas Henry H Farr sec lyria Lorain county Fair Sept 21 to 24 J L Reed pres North Ridgeville JE Williard treas W B Johnston sec

W B Johnston sec
indlay Hancock county Fair Sept 22 to 25
W A Williamson pres Mt Cory J G Hull treas
J J Cole sec
ostoria Northwestern Ohio Fair assn Races
June 29 to July 2 Fair Aug 17 to 20. N Saltsmon pres C Germon treas Geo W Cunningham see

nam sec Fremont Sandusky county Fair Sept 21 to 24 Wm J Smith pres A C Plagman treas Jas A Smith sec Galena Delaware county agr society No fair

in 1897 E G Furniss see
Georgetown Brown county Pair Oct 5 to 8 V
K Thompson pres Ben B Whiteman treas J
W Hedrick see Russellville

Greenville Darke county Fair Aug 23 to 27 J M Brown pres Delisle Ed Ammon treas Gor-dou F M Eidson sec Hicksville Hicksville Fair Sept 7 to 10 J M

Hillsboro Highland county Fair S P Scott pres W H Haley treas H L Wiggins sec No

Fair in 1897 efferson Ashtabula county Fair Sept 21 to 24 W H Brown pres Geneva L M Cornwell treas Chas C Babcock sec Hardin county Fair Sept 7 to 10 W F rd pres Ada A M Rice treas F H Rummel sec
Kinsman Kinsman Stock and Agr Co H J
Ward pres E H Bidwell treas H J Tobes sec
Lancaster Fairfield county Fair. Oct 13 to 16
T J Barr pres Amanda C B Whiley treas W

T McClenaghau sec ebanon Warren county Fair Sept 14 to 17 Huse Bone pres F M Cunningham treas Geo W Carey sec

Geo W Carey sec
Lima Allen county Fair Sept 14 to 17 Henry
C Adgate pres E W Eusten treas Elida T B
Bowersock sec
London Madison county Fair Sept 7 to 10
Chas A Wilson pres Summerford M L Rea
treas E B Pancake sec treas E B Pancake sec

Mansfield Richland county Fair Sept 7 to 10

Mansfield Richland county Fair Sept 7 to 10 W H Gifford sec

Marietta Washington county Fair Sept 14 to 17
F G Best pres J H McConnell treas J C Brenan sec

Marion Marion county Fair Sept 28 to Oct 1
Albert Oborn pres S N Titus treas J E Waddell sec

Marysville Union county Fair Sept 28 to Oct 1
John K Dodge pres New California C S Chapman treas E W Porter sec

man treas E W Porter see
McConnellsville Morgan county Fair Sept 1
to 3 John G Walker pres J W McElpiny
treas M E Danford see
Mechanicsburg No Fair in 1897 F S Bay see
Medina Medina county Fair Sept 7,609 E S
Bissell pres LeRoy A T Spitzer treas Hiram
Goodwin see

Goodwin sec
fillersburg Holmes county Fair Sept 28 to
Oct 1 AW Logsdon pres WG Rudy treas G
F Gilbert sec F Gilbert sec Iontpelier Montpelier Fair Sept 21 to 24 J C Holloway pres A P Rothenberger treas C C

apoleon Napoleon Fair Aug 31 to Sept 3 H C Graschner pres R B Heller treas J L Hal-

ter sec

Newark Licking county Fair Aug 24 to 27 B

N Sigler pres Homer A J Crilly treas Ad C Seymour sec. New Bremen New Bremen Tri-County Fair

Aug 31 to Sept 3 Fred Wiemeyer sec lew Comerstown Central Ohio Dist Fair, Oct 5 to 8 Henr. Hess pres Albert Wolfe treas Thos P Leland sec os P Leland sec Lexington Perry county Fair Sept 14 to T J Tracey pres Patrick Coyle treas Chas

C Chappelear sec Vew London New London Fair assn Running meeting June to and 11 Trotting meeting Aug 12 and 13 C C Post pres O G Carter Jr sec Orrville Central Ohio Fair Co Sept 14 to 17 R F Christy pres E P Williams treas Proctor E

Leas sec
Ottawa Putnam county Fair Oct 5 to 9 A L
Paul pres C H Rice treas A P Sandles sec
Paulding Paulding county Fair Sept 14 to 17
J S Slager pres W B Jackson treas George P
Hardy sec

Hardy sec omeroy Meigs county agr society Sept 14 to 17 PB Stanbery pres HC Fish sec ort Clinton Ottawa county Fair Aug 25 to 27 G W Sloan pres F W Camper treas J J Ineicheu sec
roctorville Lawrence county Fair Sept 8 to 10
J P Eaton pres LaBelle J W Rucker treas W
W Beekrad see

Portrge county Fair Sept 21 to 24 C ttle pres Streetsboro C H Laubert treas

Lafayette Smith sec Richwood Richwood Tri-County Fair Oct 12 to 15 L H Bechtol pres York Robt Smith treas J F Robinson sec J.F. Robinson sec tipley Ripley Fair Aug 24 to 27 G.F. Young pres L.H. Williams sec

pres L H Williams sec Lock Springs Meigs county Fair Sept 14 to 17 P B Stanberry pres Pomeroy John McQuigg treas Pomeroy H C Fish sec Pomerov alem Salem Fair and Expo Co Sep 7 to 9 andusky Erie county Fair Sept 21 to 24 C W Taylor pres Geo R Prout treas John T

Mack sec lidney Shelby county Fair Sept 21 to 24 H Guthrie pres E F Duncan treas J & Russell sec mithfield Jefferson county Fair Sept 22 to 24 I S. Vale pres Chas McKinney treas J O

Hayne sec
Smyrna Stillwater Union Industrial assn Sept
14 to 16 D R Bethel pres L W Fisher sec
Springfield Clark county Fair Aug 24 to 27 E
W Kanders pres Lawrenceville J H Gurlough
treas Pitchin Wm Jenkius sec Seth
St Clairsville Belmont county Fair Sept 1 to 3
A C Darrah pres E G Amos treas T C Ayres
sec

Toledo Tri-State Fair Aug 24 to 27 TB Tucker

Troy Miami county Fair Sept 27 to Oct 1 T S
Scott pres Joen A McCurdy treas W I Tenney sec
Upper Sandusky Wyandot county Fair Sept 7
to 10 S B Gillett pres Carey Henry Kear
treas Oscar Billhardt sec
Urbaua Champaigu county Fair Aug 17 to 20
C H Ganson pres H P Wilson treas J W
Crowl sec

Crowl sec
Van Wert Van Wert county Fair Sept 7 to 10
J S Stuckey pres E B Gilliland treas O D
Swartout sec
Wapakoneta Auglaize county Fair Sept 28 to
Oct 1 J T Van Horn pres New Hampshive
Frank Rigdon treas Uniopolis M J Crawford

Warren Trumble county Fair Aug 31 to Sept 3 S F Bartlett pres O D Morgan treas James I,

Kennedy see
Washington Guernsey county Fair Sept 28 to
Oct 1 A S Clark pres Cambridge R S Frame
treas V D Craig see
Washington C H Fayette county Fair Aug to
to 13 B H Millikin pres H D Pursell treas N
B Hall see

B Hall sec
Wauseon Fulton county Fair Sept 21 to 24 I,
G Kly pres Fayette G W Howard treas Winameg Thos Mikesell sec
Westerville Ceutral Ohio Tri-County Fair Ang
16 to 20 G W Mecker pres I. R Seeley treas
Columbus Burr Linnabarry sec
Weston Weston Fair assn Sept 28 to Oct 2 J

Vest Union Adams county Fair Sept 7 to 10 W K Coleman pres Henry Scott treas T W

Ellison sec Voodsfield Monroe county Fair Aug 31 to Sept 2 W C Mooney pres and treas George P Dorr sec Vooster Wayne county Fair Aug 24 to 27 E G Ebright pres Shreve W A Wilson treas I N Kinney sec R Anney sec lenia Greene county Fair Aug 17 to 20 J W Pollock pres Cedarville P L Magruder treas R R Grieve sec

R Grieve sec
ungstown Youngstown Fair Sep 7 to 10
lesville Muskingum county Fair Sept 7 to
S A Baldwin pres JE Tanner treas J D

OREGON.

Grande Grand Ronde Valley agr society t 11 ford Southern Oregon district fair Sept 21 W T York sec
State Fair Sept 30 to Oct 8 D H Looney
Jefferson A Bush treas G D Gabrielson

PENNSYLVANIA.

Allentown The Allentown Fair Sept 20 to 24
Ieremiah Roth pres A W DeLong treas W K Allentown The Allentown Fair Sept 20 to 24
Jeremiah Roth pres A W DeLong treas W K
Mohr see
Beaver June 22 to 24 and Sept 14 to 17
John T
Taylor pres J S Martin treas D S Darragh see
Bethlehem Sept 14 to 17
J Walter Lovett pres
Geo H Young treas H A Groman see
Bloomsburg Columbia county Agr society Oct
13 to 16 R W Smith pres J C Brown treas A
N Yost see
Burgettstown Union agr society Oct 5 and 6
Wm Melvin see
Butler Butler county agr assn Sept 7 to 10 W
H H Riddle pres W P Roessing see
Cambridge Springs Cambridge Fair Sept 21 to
24 Clark D Eckels pres H W Canfield treas
Albert 5 Faber see

24 Clark D Eckels pres H W Canfield treas Albert S Faber sec artisle Cumberland county agr assn Sept 25 to Oct 1 Chas H Mullin pres W H McCrea sec armichaels Sept 29 and 30 L W Gwvnn sec armegie Carnegie Fair and Trotting assn Sept 28 to Oct 1 Summer meeting Aug 3 to 6 A W

armichels Sept 29 and 30 L W Gwvnn sec armegic Carnegic Pair and Trotting assn Sept 28 to Oct 1 Summer meeting Aug 3 to 6 A W McMillan pres J B Steel sec arrolltown Cambria county Agr assn Sept 21 to 24 H J Krumnecker pres A Eckenrode treas J V Maucher sec entre Hall Encampment and Exhibition of the Patrons of Husbandry Sept 13 to 18 Leonard Rhone chairman

Patrons of Husbaudry Sept 13 to 18 Leonard Rhone chairman
Clarion Clarion county fair Sept 21 to 24 S S Laughlin see
Clearfield Clearfield agr fair Sept 28 to Oct 1
Peter Gearheart pres Reuben Keister sec
Cocnranton Cocnranton Agr society Sept 15 to 17 Geo W Siocum pres John H Adams sec
Conneautville Crawford county Fair Sept 7 to 10 M W Oliver pres J E Rupert treas F L
Lord see

10 M W.Oliver pres JE Rupert treas F L Lord sec Corry Northwestern agr society Aug 31 to Sept 3 T W.P. pe sec ept 3 T W Pope sec idersport Potter county fair C L Peck sec llas Dallas Union fair Sept 29 to Oct 2

Dallas Dallas Union fair Sept 29 to Oct 2 J H Anderson see
Danville Montour county fair W K West see
Danville Montour county fair W K West see
Dayston Dayston Agr and Mechanical Assn Sep
28 to Oct 1 W C Marshall see
Edinboro Edinboro Agr Fair Sept 14 to 17 E E
Price pres A A Torry treas H L Cooper see
Gr mpian Clearfield county agr society Sept
8 to Oct 1 P Gearhart pres Curwensville R
P Kester see
Gratz Gratz agr society Aug 24 to 27 J W
Hoffman see
Greensburg Westmoreland agr assn Sept 21 to
24 Jos Jamison pres W F Holtzer see
Greenville Greenville Agr Society Sep 14 to 16
Till Relss see
Hanover Sept 7 to 10 R M Wirt pres M O
Smith see

lanover Sept 7 to 10 R M Wirt pres M O Smith sec larford Harford Agr society Sept 29 and 30 G R Ressague pres E M Watson treas E E

Harford Harford Agr society Sept 29 and 30 G.R Ressague pres E M Watson treas E E Jones sec
Hollidaysburg Blair county agr society Sept 14 to 17 C.H. Porter sec
Honesdale Wayne county fair assn Sept 28 to 30 WA Gaylord sec
Hookstown Mill Creek Valley Agr Society Aug 24 to 26 H W Nelson pres R M Swaney sec lug, eaville Muncy Valley farmers fair Sep' 29 to Oct 2 A C Henry sec
Indiana Indiana county Agr society Sept 14 to 17 M F Jamison pres G W Gilbert treas G J Tait sec
Johnstown Penna State Fair Sept 6 to 11 Summer meeting July 1 to 3 F J O'Connor pres Geo H Brown treas H G Barciay sed
Kittauning Kutanning Fair assn Aug 24 to 27 G R Brown pres Thos McConnell sec
Kutztown Keystone Agr society Sept 28 to Oct 1 J R Heffner pres Monterey J B Esser sec
Lehighton Carbon County Ind Society Sept 28 to Oct 1 Henry Miller pres C W Bower sec
Lewisburg Unio. county Ind Society Sept 28 to Ct 1 Henry Miller pres C W Bower sec
Lewisburg Unio. county fair Sept 29 to Oct 2
C Dale Wolfe sec
Lewis own Lewistown fair assn Aug 31 to Sept 3 J L McKliney sec
Littiz Warwick Drivin; lark Assn Sept 26 to 24 C S Ross Dres W D Hus ed treas J A Elliott sec
Mercer Mercer Central Agr assn Sept 28 to 30 John T Crill pres Jas B Grubb treas John P
Orr sec

Milton Milton fair asan Oct 5 to 8 . W P Has?

ings sec

Montrose Susquehanna county agr society
Oct 5 and 6 R S Searle pres R B Sittle treas
W A Titsworth sec
Mt Gretna Mt Gretna A M & I Exposition Aug
16 to 20 J H Redsecker pres Lebanon S P
Heilman M D sec Heilman Dale
Nazareth Northampton county Agr society Oct

Hellman M D see Hellman Dale
Nazareth Northampton county Agr society Oct
5 to 8 Frank T Gernet pres John R Remheimer treas John J Maus see
New Castle New Castle Fair Sept 1 to 4 Saml
E McCreary pres H W Grigsby see
Newport Perry county Agr Society Sep 21 to 24
F A Fry see
Orwigsburg Orwigsbnrg Agricultural and Horticultural Society Aug 31 to Sept 3 John T
Shoener pres Hiester S Albright treas Andrew
C Risenhuth see
Oxford Oxford agr society Sept 22 to 24 H C
Thomas see

Thomas sec Parkers Landing Sept 14 to 17 Elias Ritts pres

Parkers Landing Sept 14 to 17 Rhas Ritts pres
Isaac Miller sec
Philadelphia Penn Horticultural society Nov
9 to 13 David Rust sec
Pittston Luzerne county agr society Sept 21 to
24 A O Farnham pres J R Ehret sec
Port Royal Juniati county agr society Sept 15
to 17 W R Wharton sec
Reading Pa Berks Co Agri'l So Sept 7-10 James
McGowan pres, Cyrus T Fox sec
South Burgettstown Union Agr Assn Oct 5 to 7
Hugh Lee pres Wm Melvin secv
Strondsburg Moiroe county Agr society Sept 7
to 11 J H Shull pres W S Dutot treas T C
Brown sec

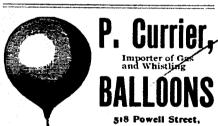
Brown sec
Stoneboro Mercer county Agr society Geo H
Fowler sec A S Reed pres Grove City
Tarentum Tarentum Fair assn Aug 31 to Sept
3 J C Dunn sec
Titusville O C V Agr assn No Fair in 1897 C M

Titusville OC v Agr assn No Fall in 1097 C az Hayes sec Towanda Bradford county agr society Sept 21 to 24 Benj Kuykendall sec Tunkhannock Wyoming county Agr society Sept 15 to 17 S & Burgess pres W N Reynolds

niontown Fayette county Fair W V Parshall Warren Warren county Fair Sept 14 to 17 W
Cowan sec

Cowan sec
Washington Western Pa agr assn Sept 5 to 17
Wm A Gabby pres James S Forsythe treas
Julius LeMoyne sec
Wattsburg Wattsburg agr society Sept 7 to 10
A S Phelps sec
Waynesburg Fair assn Sept 21 to 23 J T
Rogers pres T S Crago sec
Wattsbuld Cowanesque Valley Agr society Sept Vestfield Cowanesque Valley Agr society Sept 14 to 17 Dr James Masten pres CC Williams

sec
Williams' Grove Grangers' Interstate Fair Aug
23 to 28 R H Thomas sec Mechanicsburg
York York county Agr society Oct 4 to 8 John
H Wogan pres McWolf Pa Edw Chapin sec



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Arctic Pawtucket Valley Fair assn Sept 22 to 24 John F Deering sec Arctic Pawtucket Valley Fair assn Sept 22 to 24 John F Decring sec

Narragansett Park Rhode Island State Fair Sept 6 to 10 Fred E Perkins pres Earl H Potter treas Walter W Dexter sec R A Harrington supt amusements

Kingston Washington county Fair Sept 14 to 17. John A Allen sec Peace Dale R I River Point Kent county Agr society

Woonsocket Woonsocket Agr Hort and Ind society Aug 24 to 26 John W Ellis pres John R Boyden sec and treas

SOUTH DAKOTA.

Sturgis The Black Hills Expo Co Sept 23 to 26
John Scolland pres Harry Bunting treas A John Scolland pres Hally Manderson see Manderson see ankton South Dakota state fair Sept 27 to Oct 1 Frank M Byrne pres Miranda Morris II Kelly see Aberdeen.

TENNESSEE.

brownsville Haywood County Amusement Club July 5 W R Holbrook

Dycrshurg Dyers county Fair July 4 Oct 6 to 9
T C Gordon pres A R Woollen treas J H Du liose sec furfreesboro Rutherford county fair No fair ommerville Southwestern Tennessee fair Oct
10 FB Yancey pres S H Morton sec

TEXAS

Beton Bell county fair assn Nov — Ben D Lee pres L K Tarver sec Corsicana Corsicana fair assn Oct 12 to 15 T B Roberts pres T D Hightower sec Dallas State Fair and Expo Oct 16 to 31 L M Knepfly pres Sydney Smith sec and mgr J B Adone treas.

Adone treas.
ickinson Texas Coast fair assn Prof J W
Mally see Hulen Tex

THE BILLBOARD

Mally see Hulen Tex
Groesbuck Limestone county fair No fair in
1897 S D Rugg see
Hillsboro Hill county fair assn Oct 6 to 8 D
W Campbell see
New Braunfels Comal county fair assn Oct
or Nov H Landa pres F Simon see
Taylor Taylor fair assn .Howard Bland see
Victo.ia Southwest Texas fair Nov 2 to 5 L
D Heaton pres L N Hofer see

VERMONT.

Brandon Brandon Fair Oct 5 and 6 HRC
Watson pres E F Howod sec
Burlington Vermont state fair Aug 31 to Sept 4
Rutland Rutland county Fair Sept 14 to 16 Geo
T Choffee pres Fred A Field sec and treas
Tunbridge The World's Fair
Waterbury Winooski Valley Agrassn Sept 7 to
10 G E Moody pres Geo W Atkinstreas E G
Hooker sec
Woodstock Windsor county agr society Sept
22 to 24 John S Eaton sec

VIRGINIA.

Leesburg Leesburg Fair Aug 25 and 26 Geo W Holmes pres MS Purcell treas HC Sellman sec Norfolk Norfolk fair assn Oct 1 to 4 John Mariner pres
Richmond No fair in 1897
Staunton Not fixed G A Mowry pres Heber

Ker sec and treas
Suffolk No fair in 1897
Winchester Shenandoah Valley agr society
West 14 to 17 J K McCann pres E G Hollis sec
WEST VIRGINIA.

Clarksburg Clarksburg Fair Sept 7 to 9 C L Hickman pres M M Thompson sec New Martinsville Wetzel county agr society Aug 31 to Sept 3 S R Martin sec Pennsboro Ritchie county Agr assn Sept 14 to 17 L P Wilson pres Dr G P Sigler treas Will A Strickler sec ng State Fair Sept 6 to 10 A Reymann Geo Hook see and treas

WASHINGTON.

Tacoma Pierre county fair assn Dr C W Chamberlin pres H E Knatvold treas Fred J

WISCONSIN.

Amherst Portage county Agr society Sept 14 to 16 J N Webster see Antigo Langlade county Agr Soc Sept 2 to 4

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sec Sauk county Fair Sept 28 to Oct I J Baraboo Sauk county Fair Sept 28 to Oct 1 J S Hall sec Beaver Dam Dodge county fair Sep 28 to Oct 1

C W Harvey sec loomington Blake's Prairie Agr society Sept o to 11 John Carey pres H C Enke treas W H Glasier sec

Boscopel Boscobel Agr and D Assn Sept 1 to 3

F C Muffley sec
Cedarsburg Ozaukee County Agl Society Sept 28 to Oct 1 W H Rintelman pres D E McGinley sec

Ginley sec
Chetek Barron county Agr Soc Sept 7 to 9
Joseph E Cartright sec
Chilton Calumet county Fair Sept 6 to S L D
Dorschell sec
Chippewa Falls Chippewa county Agr Society
Aug 31 to Sept 3 Jesse R : harp sec
Cumberland Cumberland Agr & D P Assn Sep
14 to 17 H S Cumstock sec

Cumberland Cumberland Agr & DPAssn Sep
14 to 17 H S Cumstock sec
Darlington Latayette County Agl Society Aug
24 to 27 Geo F West sec
Dodgeville lowa County Agl Society Aug 24 to
27 J B Hoskins pres G W Mundy sec
Duluth Sept 22 to 25
Durand Pepin Co Agr society Fair and races
Sept 29 to Oct 1 J J Morgan sec
Elkhorn Walworth county Agr Soc Sept 28 to
Oct 1 Geo L Harrington sec
Ellsworth Pierce county Fair Sept 22 to 24 E
S Doolittle sec

Killsworth Pierce county Fair Sept 22 to 24 E S Doolittle sec
Fennimore Fennimore Fair & D P Assn Aug 25 to 27 John Rogers sec race meeting July 5-6 Pond du Lac Kite Park Fair Assn Sept 7 to 11 H D Harkle sec
Galesville Trempeleau county Agr society Aug 17 to 20 F G Davis sec
Hortonville Agr Society H O Diestler sec Hudson St Croix county Agr Soc Sept 15 to 17 Frank Maguire sec
Ironwood Sept 9 to 11
Laucaster 42d Annual Fair Grant co agl Socy Sep 15 to 17 D Abrams pres T A Burr sec
Manitowoc Industrial and Agr assn Sept 7 to 10 Dr E R Flack sec
Mauston Juneau county Agr Soc Aug 31 to Sep 2 I C Baldwin sec
Menonnnee Dunn county fair Sep 20 to 24 G Gallaway sec

Menominee Dunn county fair Sep 20 to 24 G
Gallaway sec
Milwaukee Wisconsin State Fair Sep 20 to 25
T J Fleming sec Madison
Mineral Point Southwestern Wisconsin Fair
Field Day July 5 Fair Aug 17 to 20 Geo G
Cox pres W H Bennett sec
Monroe Green County Agr Soc Sept 1 to 4
Frank Smock sec
Phillips Price county Agr Soc Sept 5 to 1 Fred
W Ruff sec

Portage Columbia county agr society Sep 14 to 17 Kennedy Scott sec Rio
Rhinelander Oneida county Agr Soc Sept 6 to 8 F E Parker sec
Richland Center Richland county Agr Soc Sep 21 to 24 J G Bunell sec
Seneca Crawford county Agr Soc Sept 21 to 23
Fergus Mills sec

Fair and Driving Park assn Sept 6 to 8 A J Van Buren sec sparta Monroe county Agr Soc Aug 24 to 27

Reeve sec
Superior Sept 28 to 30
Tomah Eastern Monroe county Agr Soc Sep 7
to 9 M L Hinerman sec
Viroqua Vernon county Agr Soc Sept 14 to 17
F W Alexander sec
Wantoma Waushara county Fair Sept 28 to 30
Gilbert Tennant pres J W Jeffers treas W H
Berray sec

Gibert Tennant pres J W Jeffers treas W H
Berray sec
Wausau Harathon county Agr Soc Aug 30 to
Sept I L K Wright sec
Waukesha Waukesha county Agr Soc Aug 24
to 27 Frank W Harland sec
West Salem La Crosse county Agr Soc Sept 21
to 23 F H A Nye sec
West Bend Washington county Agr Soc Sep
27 to 29 Joseph Ott sec
West Superior Douglas county Agr Soc Sep 28
• to 30 Fred M Williams sec

ryauwega Waupaca county Agr assn Sept 21 524 W W Crane pres A L Hutchinson sec nitehall Trempeleau county Agr Ind and priving Park assn Sept 28 to 30 H H Scott sec CANADA.

Almoute North Lauark Sept 28 to 30 W P Mc-

Almoute North Lauark Sept 28 to 30 W P McEwen sec Almonte
Beachburg North Renfrew Fair Sept 30 and Oct
1 John Brown sec Beachburg
Belleville Ont Bay of Quinte District Fair Sept
14 to 17 JM Hurley sec Belleville Ont
Bowmanuville West Durham and Darlington Agr
society Sept 16 and 17 R Windatt sec Bowmanville
Brampton County of Peel Agr society Sept 28
and 29 Henry Roberts sec Brampton
Brantford Southern Fair Sept 21 to 24 George
Hateley sec Brantford
Cayuga Haldimand county Fair Sept 28 and 29
J W Sheppard sec Cayuga
Chatham Peninsular Fair Sept 21 to 24 A B
Ham sec Chatham
Collingwood Great Northern Sept 21 to 24 J W
Archer sec Collingwood
Drumbo Blenheim Agr society Sept 28 and 29
Tom S Telfer sec Drumbo
rham South Grey Sept 28 and 29 Arch McDu enzie sec Durham
Fergus Centre Wellington Sept 23 and 24 J J
Craig sec Fergus
Flesherton East Grey Agr society Sept 16 and
17 R J Sprule sec Flesherton
Goderich Ont Great Northwestern Exhibition
Sept 21 to 23 Jas Mitchell sec
Guelph Central Exhibition Sept 28 to 30 Wm
Laidlaw sec Guelph
Halifax N S Nova Scotia Provincial Fair Sept
28 to Oct 1 James W Power sec
Kemptville Ont Kemptville Exposition Sept
17 and 28 August Buchanan sec Kemptville
Lachute Que County of Argentenil Exhibition
Sept 28 and 29 G J Walker sec Lachute Que
Lindsay Central Fair Sept 23 to 25 Jas Keith
sec Lindsay

London Ont Western Fair Sept 9 to 18 Thos A
Browne sec London Ont
Markham Ont ER of York and Markham Agr
Societies Oct 6 to 8 W H Hall sec
Milverton Mornington Agr society Sept 16 and
17 W M Appel sec Milverton
Montreal Que Montreal Expo Aug 19 to 28 S C
Stevenson sec Montreal Que
Morrisburg Ont Dundas county Fair Sept 7 to 9
Geo F Bradfield sec Morrisburg Ont
Napanee Lennox Agr Fair Sept 20 and 21 E
Ming Sec Napanee
Ottawa Ont Central Canada Sept 17 to 25 E
McMahon sec Ottawa
Otterville South Norwich Oct Landa Alex

Ottawa Ont Central Canada Sept 17 to 25 E. McMahon sec Ottawa Otterville South Norwich Oct 1 and 2 Alex McFarlane sec Otterville Owen Sound North Grey Agr society Sept 14 to 16 A G Mackay sec Owen Sound Ont Paris North Brant Oct 5 and 6 H C O'Neail sec Paris South Lanark Fair Sept 15th to 17 J G Camphell sec Perth

Campbell see Perth
Petersborough Central Exhibition Sept 21 to 23
W J Green see Petersborough
Prescott Prescott Fair Sept 21 to 24
T R Melville see Prescott

ville sec Prescott
Renfrew South Renfrew Sept 16 and 17 Robt
McLaren sec Renfrew
Richmond Ont County Carleton Agr society
Sept 13 to 15 Wm Mcklroy sec Richmond Ont
Rockton World's Fair Oct 12 and 13 David Bell
sec Rockton

sec Rockton
Rock Island Que Stanstead Fair Aug 18 and 19
E P Ball sec Rock Island Que
Sault Ste Marie East Algoma Oct 5 to 7 Wm
Brown sec Sault Ste Marie
Sherbrooke Que Great Eastern Exhibition
Aug 30 to Sept 4 H R Fraser sec Sherbrooke
Que

Que imcoe Norfolk Union Fair Oct 12 to 14 J Thos Murphy sec Simcoe tayner North Simcoe Oct 5 to 7 Arch Hill sec

Murphy sec Simcoe
Stayner North Simcoe Oct 5 to 7 Arch Hill sec
Stayner North Simcoe Oct 5 to 7 Arch Hill sec
Stayner
Stratford North Perth Agr society Sept 23 and .

24 John Brown sec Stratford
St Johns N B Exhibition Assn Sept 14 to 24
Chas A Everett sec St Johns N B
Three Rivers Que St Lawrence Valley Sept 2
to 11 J A Frigon sec Three Rivers Que
Tilsonbarg South Oxford Union Sept 28 and 29
Alex McFarlane sec Otterville
Toronto Ont Victorian-Era Expo and Ind Fair
Aug 30 to Sept 11 H J Hill sec Toronto Ont
Van Kleek Hill County of Prescott Agr soc'ety
Sept 14 to 16 Fred W Thistlewaite sec Van
Kleek Hill
Wallacetown West Elgin Fair Sept 30 and Oct 1

Kleek Hill

Wallacetown West Elgin Fair Sept 30 and Oct 1

Alex McCallum sec Wallacetown

Walkerton Ont Northern Exhibition Sept 15

and 16 W S Gould sec Walkerton Ont

Wellesley Wellesley and North East Hope Sept

14 and 15 Geo Bellinger sec Welleslev Ont

Whitby Ontario and Durham Sept 27 to 29 Ios

White sec Whitby

Winchester Ont Winchester Township agr society Sept 7 and 8 S S Reveler sec Winchester Ont

Winnipeg Man Wunnipeg Exhibition

chester Ont
Winnipeg Man Winnipeg Exhibition July 19
to Aug 24 F W Heubach sec Winnipeg Man
Woodbridge Woodbridge Fair Oct 19 and 20
Thos F Wallace sec Woodbridge
Woodstock North Riding of Oxford Sept 22 and
23 R E Sawtelle sec Woodstock
Yarkham East Riding of York Agr society
Sept 6 to 8 W H Hall sec Yarkham

The Jackson County Fair. SEPT. 28, 29, 30,

Best Fair in Best County of Missouri, to be held at Howard Park, Lee's Summit, Mo. If you want publicity in any form before the 50,000 people in attendance.

WANTED Sensational Attractions.

-BY THE-Danville Business Men's Fair Ass'n. Aug. 31, Sept. 1, 2 and 3, 1897.

Please give lowest terms in first letter; addres E. J. KILPATRICK,

DANVILLE, ILL.



FRED. B. CAMPBELL, LEE'S SUMMIT, MO.

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Picnic Whips.

Caneboard men and fakirs

Canes and

Country. **HALL & CO..** 23 Duane St., **N.Y.**

BOOM YOUR FAIR! Use Our Novelties

Advertising Duck Caps, Horse Covers, Chewing Gum. Pocket Mirrors, Fans, Fire Crackers, Magicgraphs.

Send for Price List of Novelties at once. Samples Free. We supply more Fairs than any other house in the United States. New Goods. Low Prices. Address Palmeris Novelty Advertising Co.

__BROOKLYN, N. Y.

THE LATEST.

TO WHOM IT MAY CONCERN:

We have this day, May 22d, 1897, sold our Bill Posting and Advertising business to Siebe & Green. We wish to thank our parons for past favors and we cheerfully recommend our patrons to Siebe & Green, the "Up-to-Date" Bill Posters and Painted Sign Advertisers, of San Francisco, Oakland and Alameda Co.

Yours very respectfully,

STILLWELL ADVERTISING CO.,
Per A. L. STILLWELL, Pres.

We Control OAKLAND an ALAMEDA COUNTY Exclusively. 26,000 Lineal Feet of Fencing. SAN FRANCISCO, 58,000 Lineal Feet, the choicest. GUARANTEED WORK OF NO PAY.

SIEBE & GREEN,

Main Office, 11th and Market Sts., San Francisco.

Oakland, Cal., 461 7th St.

Horse Shows.

Newport R I Newport Horse Show Assn Aug 23 to 28 Kansas City Mo Third Annual Horse Show Sep 7 to 13 Fairmount Park A E Ashbrook sec 620 Wyandotte st

Expositions.

Nashville, Tenn. 1897. May I to Oct. 31.
Winnepeg Man Winnepeg Industrial Exhibition July 16 to 24 F W Henbach mgr
Omaha, Neb. Trans-Missispipi and International Exposition, June 1-Nov. 30, 1898

Races.

St Thomas N D July 2 to 3 Fort Krie Canada Fort Erie Jockey Club June St Thomas N D July 2 to 3
Fort Rrie Canada Fort Rrie Jockey Club June 29 to July 3 and 5
Peoria III 1st meeting June 29 to July 2 2d meeting Aug 10 to 13 W L Slagel sec Bradford Pa June 20 to July 2
Detroit Mich Highland Park June 30 to July 3
Detroit Mich Highland Park June 30 to July 3
Battle Creek Mich June 30 to July 3
Anaconda Mont June 30 to July 3
Anaconda Mont June 30 to July 2
Sumner 10 July 2 to 3
Elk Point S D July 2 to 11
Toronto Kais July 2 to 11
Toronto Kais July 3 to 5
Lititz Pa July 5
Fond du Lac Wis July 2 to 5
Des Moikes Ia July 3 to 9
Youngstown O July 5 to 7
St Marys Pa July 4 to 7
Hartford Conn July 5
Minto N D July 5 to 6
Fenimore Wis July 5 to 6
Fenimore Wis July 5 to 6
Fenie Pa July 5 to 8
Peoria III July 6 to 9
Portland Me Rigby July 6 to 9
La Salle III July 6 to 9
Waterbury Conn July 6 to 9
Saginaw Mich (Grand Circuit) July 6 to 9
Tiffin O July 6 to 9
Windsor Ont July 5 to 10
Brighton Beach Nineteenth annual meeting of the Brighton Beach Racing assn July 6 to Aug 23
New Lastle Pa July 9 to 11

Brighton Beach Nineteenth annual meeting of the Brighton Beach Racing assn July o to Aug 23
New Castle Pa July 9 to 11
Grafton F D July 12 to 13
Petrolia Ont July 12 to 13
Petrolia Ont July 14 to 16
Medford Mass July 13 to 16
Mendota Ill July 14 to 16
Winchester Ky July 13 to 17
Saugus Mass July 20 to 23
Wingham Ont July 20 to 23
Circleville O July 20 to 23
Circleville O July 20 to 23
Cleveland O G Circunt July 26 to 31
Versailles Ky July 20 to 24
Brantford Ont July 27 to 29
Ottawa Ill July 27 to 30 L W Hess sec
Aqueduct L I Queens County Jockey Club Summer meeting July 26 to 31
Fall meeting Oct
4 to 13
Butte Mont July 27 to Aug 28

mer meeting July 24 de 13 atte Mont July 27 to Aug 28 aratoga Springs N Y Saratoga assn. July

atte Mont July 27 to Aug 28
Saratoga Springs N Y Saratoga assn July 28
to Aug 21
Providence R I July 27 to 30
McKee's Pa July 27 to 30
McKee's Pa July 27 to 30
Ouincy Ill July 27 to 30
Richmond Ky July 27 to 31
Salem O July 20 to 30
Battle Creek Mich July 30 to Aug 3
Tilsonburg Ont Aug 3 to 5
Griggsville Ill Aug 3 to 6
Bainbridge Ind Aug 2 to 6
Henry Ill Aug 3 to 6
Bainbridge Ind Aug 2 to 6
Henry Ill Aug 3 to 6
Columbus O Grand Circunt Aug 2 to 6
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Columbus O Grand Circunt Aug 2 to 6
Boone Is Aug 3 to 7
Joliet Ill (Ingalls) Aug 3 to 7
Brighton Beach L I Brighton Beach assn First meeting Iuly 6 to 24 second meeting Aug 9 to 23
Concord N H Aug 9 to 13
Old Orchard Me Aug 9 to 13
Hagerstown Ind Aug 9 to 13
Hagerstown Ind Aug 10 to 13
Hedrick Ia Aug 10 to 13
Mexico Mo Aug 10 to 13
Mexico Mo Aug 10 to 13
Webter City Io Aug 10 to 13
Lebanon Ky Aug 10 to 14
Erie Pa Aug 12 to 15
Ottumwa Io Aug 17 to 20
Canton O Aug 17 to 20
Logansport Ind Aug 17 to 20
Mediord Mass Aug 17 to 20
Mediord Mass Aug 17 to 20
Mellington O Aug 18 to 20
Independence Is Aug 15 to 20
Glens Palls N Y Grand Circuit Aug 16 to 20
Urbana O Aug 17 to 20
Moberley Mo Aug 17 to 20

tle Ind Aug 23 to 25 e N Y State Fair Aug 23 to 27

racuse N Y State Fair Aug 2 oledo O Aug 23 to 27 argaretville N Y Aug 23 to 28

Alpena Mich Aug 24 to 26 Arcadia Wis Aug 24 to 27 Columbus Junction Io Aug 24 to 27 Fredonia Kan Aug 24 to 27 Fredonia Kan Aug 24 to 27
Rutland Vt Aug 24 to 27
Woodstock Ill Aug 24 to 27
White River Junction Vt Aug 24 to 27
White River Junction Vt Aug 24 to 27
Belle Vernon Pa Aug 24 to 27
Fairfax Ia Bug 24 to 17
Harlam Ia Aug 24 to 27
Brookfold Mo Aug 24 to 27
Springfield O Aug 24 to 27
Springfield O Aug 24 to 27
Carnegie Pa Aug 24 to 27
Carnegie Pa Aug 24 to 27
Kittanning Pa Aug 24 to 27
Readville Mass Grand Circuit Aug 24 to 28
Flint Mich Aug 14 to 28 Flint Mich Aug 14 to 28 Fennimore Wis Aug 25 to 27

Fennimore Wis Aug 25 to 27
Alta Ia Aug 25 to 26
Lebanon Ind Aug 13 to 26
Carrollton Mo. Aug 24 to 27
Toledo O Aug 13 to 27
Greenfield Ind Aug 23 to 27
Newark O Aug 24 to 28
Hartford Conn Grand Circuit
Lewiston Me Aug 20 to Sept 3
Hartford Conn Grand Circuit
Lewiston Me Aug 20 to Sept 3
Neorester Mass Aug 31 to Sept 3
Cambridge N Y Aug 31 to Sept 3
Nerester Mass Aug 31 to Sept 3
Tarentum Pa Aug 31 to Sept 3
Shahell Ill Aug 31 to Sept 3
Bushnell Ill Aug 31 to Sept 3
Bushnell Ill Aug 31 to Sept 3
Hartford Mass Com Park Aug 31 to Sept 3
Medford Mass Com Park Aug 31 to Sept 3
Medford Mass Com Park Aug 31 to Sept 3
Newaren O Fair Aug 31 to Sept 3
Newaren O Aug 31 to Sept 3

Oneonta N Y Sept. 13 to 19
Seymour Ia Sept 13 to 17
Greenfield Ind Sept 13 to 18
Rutland Vt Sept 14 to 16
Berea O Sept 14 to 16
Greenville Pa Sept 14 to 16
Marion Ind Sept 14 to 17

Mariott Mariotta Sept 14 to 17

Marietta O Sept 14 to 17

Warren Pa Sept 14 to 17

Medford Mass Sept 14 to 17

Bethlehem Pa Sept 14 to 17

Bethlehem Pa Sept 14 to 17
Washington Pa Sept 13 to 17
Evansville Ind Sept 13 to 17
Carrollton Mo Sept 14 to 27
Butler Ind Sept 14 to 17
Waukon Ia Sept 14 to 17
Lebanon O Sept 14 to 17
I.ebanon O Sept 14 to 17
Lima O Sept 14 to 17
Valparaiso Ind Sept 14 to 17
Timonium Md Sept 14 to 17
Ashland Wis Sept 14 to 17
Sault Ste Marie Mich Sept 14 to 18
Lisbon O Sept 15 to 16
Lancaster Wis Sept 15 to 17 Lisbon O Sept 15 to 16 Lancaster Wis Sept 15 to 17 Indiana Pa Sept 15 to 17

Durand Wis Sept 15 to 17
Indianapolis Ind State Fair Sept 13 to 18
Des Moines Io State Fair Sept 13 to 18
Canton N V Sept 21 to 24
McKee's Rocks Pa Sept 21 to 24
Batavia N V Sept 20 to 21
Allentown Pa Sept 20 to 24
Medford Mass Com Park Sept 21 to 24
Sidney O Sept 21 to 24
Portland Me Rigby Sept 20 to 24
Cobbskill N V Sept 20 to 23
Warnesbury Pa Sept 21 to 24
David City Neb Sept 21 to 24
LaPorte Ind Sept 21 to 24
LaPorte Ind Sept 21 to 24
Sandusky O Sept 21 to 24
Pottsdam N Y Sept 20 to 24
Pottsdam N Y Sept 21 to 24
Pottsdam N Y Sept 21 to 24
Pottsdam N Y Sept 21 to 25
Sedalia Mo State Fair Sept 20 to 25
Sedalia Mo State Fair Sept 20 to 25
Springfield O Sept 21 to 25
Duluth Minn Sept 22 to 25
Springfield O Sept 24 to 27
Carnegie Pa Sept 28 to 30
Superior Minn Sept 28 to 30
Superior Minn Sept 28 to 30

Duluth Minn Sept 22 to 25
Springfield O Sept 24 to 25
Springfield O Sept 24 to 25
Springfield O Sept 28 to 30
Superior Minn Sept 28 to 30
Superior Minn Sept 28 to 30
Schoharie E V Sept 27 to 30
Baltimore Md Pimlico Sept 27 to Oct 1
Readville Mass Sept 27 to Oct 1
South Bend Ind Sept 27 to Oct 1
Elkhorn Wis Sept 28 to Oct 1
Fortland Ind Sept 27 to Oct 1
Troy O Sept 28 to Oct 1
Bellef, utaine O Sept 28 to Oct 1
Bellef, utaine O Sept 28 to Oct 1
Bellef, utaine O Sept 28 to Oct 1
Chariton Ia Sept 28 to Oct 1
Chariton Ia Sept 28 to Oct 1
Carrollton O Sept 28 to Oct 1
Cedarburg Wis Sept 29 to Oct 1
Rochester Ind Sept 29 to Oct 1
Springfield Ill State Fair Sept 22 to Oct 2
Springfield Ill State Fair Sept 22 to Oct 2
Burgettstown Pa Oct 5 to 6
Portland Me Rigby Oct 4 to S
Angola Ind Oct 4 to S
B urbon Ind Oct 5 to 8
Mount Gilead O Oct 5 to 8
Akron O Fair Oct 5 to 8
Norfolk Va Oct 5 to 14
Richwood O Oct 12 to 15
Bloomsburg Pa Oct 13 to 16
Morris Park N Y Westchester Racing assn
Fall meetinng Oct 14 to Noy 2
Medford Mass Oct 9 to 21
Raleigh N C Oct 18 to 23
Saugus Mass Oct 26 to 30
Red Oak 10 Sept 27 to Oct 2
Baltimore Md Pimlico Driving Club Spring

Raleigh N C Oct 18 to 23
Saugus Mass O A 26 to 30
Red Oak Io Sept 27 to Oct 2
Balitmore Md Pimlico Driving Club Spring
meeting 1st week in June Fall meeting Sept
27 to Oct 1
Malone N Y Sept 28 to Oct 1
Hillsdale Mich Sept 27 to Oct 3 R G Watson sec
Malone Vt Sept 28 to Oct 1
Providence R I Oct 5 to 8
Lexington Ky Oct 5 to 16
Brocton Mass Oct 6 to 9
Aberdeen S D State Fair Oct 11 to 16
Medford Mass Oct 13 to 15
Louisville Ky Oct 18 to 20
Salem O July 3 to 4 and July 23 to 30
Newark O June 29 to July 2
Columbus O July 6 to 10
Portsmouth O July 27 to 30
Chillicothe O Aug 3 to 6
Washington C H Aug 10 to 13
Lancaster O July 13 to 16
Xenia O Aug 17 to 20

Societies, Agents, Streetmen Everymbere

Largest line of novelties in the world for Conventions, Fairs and Summer Resorts. Badges, Medallions. Medals, Buttons, Rosettes and Shaurocks. Photographs (cabinet size) \$3,00 per 10.00, best quality. Novelties in watch charms Queen of England Jubilee Flags, buttons badges and photos. Decorations; flags of all nations; lanterns and shields. "Little Brown Jug" ladies bicycle purse and jewel bag, Bicycle sundries. Send for catalogue; free sample given with each catalogue. W. F. Miller & Co., 23 Duane Street, New York.

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Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city Baggage and scenery truck express. fe-12



Newport, Ky. G. H. Otting & Son,

I.H. ASIRE, **BILL POSTER-DISTRIBUTOR.**

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RIGG BROS.,

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

Pittsburg, Pa. Pop. 500,000.

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The "TWIN CITIES" Distributing Agency, DISTRIBUTORS, Office 6, Sixth St. Branch, ALLEGHENY.
J. T. Hudson, Manager.

THEATRICAL AND CITY BILL POSTERS. Distributing and Advertising Agents, Work promtly and properly executed.

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And the billboards of Topeka, Wichita and Leavenworth, Kas., and St. Joseph, Mo., will tell the people what you are doing. Good boards, fine locations and best of service in all these cities. You can't afford to miss us. Great double-deck boards for commercial work.

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OGDEN &

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New Designs Every Month. Largest Factory in U. S.

185 Clark Street, CHICAGO, ILL.

FRANK M. DEUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR, 187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population. 15,000.

convencions.

Fetes, Celebrations, Etc.

Under this heading we publish free o

Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters' Association, July 17-20. 1897. J. Bailard Carroll, sec'y, Albany, N. Y. Berlin Ont Berlin Diamond Jubilee Celebration and Band Tournament. July 21 and 22. Buffalo N Y On A Reunion Aug 23 to 28 Buffalo N Y National League of Bowlers July Chicago III. Illinois Press Assn. July 7. Chicago. III. National Association Moulding and Picture Frame Manufacturers. Dec. 15, 1897.

Chicago III Illinois Manufacturers' Processing

and Picture Frame Manufacturers. Dec. 15, 1897.
Chicago III Illinois Manufacturers' Exposition of Home Products Colliseum Sept 25 to Oct 16 Chicago Illinois Agr Fair Coliseum November Cincinnati. International Association of Distributors, July 21-23.
Cincinnati O Grand Court Ohio Foresters 1898 Cincinnati O Ohio State Library Assn Oct 5 to 6 A W Whelplev pres
Cincinnati O Irisha Landwehr Verein Aug 2 C B Rongwight Sec Cin'ti O

Cincinnati O Irisha Landwehr Verein Aug 2
S B Bonwright sec Cin'ti O
Cincinnati O Brother hood of Locomotive Firemen Jan 21 J V Reynolds sec Cleveland O
Cincinnati O Lithographic Printers' Assn Annual National Convention July 12
Cincinnati O German Epworth League of the
United States July 22 to 25 Pike's Opera House
Cincinnati O Locomotive Firemen's Conventin

Cincinnati O Locomotive Firemen's Conventi n July 20 and 21 Dayton, Ohio. Sixth annual Convention of the Ohio Master Painters' and Decorators' Associa-tion, July 27-28, 1897. W. J. Albrecht, see'y, Toledo. O. Dayton O Southern Diocese of Ohio Convention Bishop Vincent Cincinnati chairman Dates

not set Denver Col Mountain and Plain Festival Oct Sto7
Denver Col Biennial Session of Supreme Court
of Foresters of U.S. Aug 24 to 28
Denver Col American Assn of General Baggage

Denver Col American Assn of General Baggage
Agents Oct 13
Denver Col Gold Miners' Convention July
Indianapolis Ind Conclave of the Supreme
Lodge K of P 3d Tuesday in August 1908
Kansas City Mo Priests of Pallas Parade J P
Loomis pres L B Cross sec
Mt Clemens Mich Convention of Gas Men May

19 to 21 1898 Nashville Tenn Old-Time Telegraphers' Assn

Nashville Tenn Old Time Sept 15 to 17

Nashville Tenn National Conference of the Reform Press July 4 Frank Burkitt pres
Nashville Tenn Laundrymen's National Assn Nashville Tenn Laundrymen's National Assu Sept Nashville Tenn Cripples' Convention Wm R Trower sec 911 Union Trust bldg Orlando Fla National Good Roads Congress

Orlando Fia National 19004 Available 1908
Feb 2 1808
Philadelphia Pa German American Journalists'
Assn Date not decided
Pittsburg Pa Grand Encampment of Knights
Templars 2d Tuesday in Oct WB Melish Gr
Junior Warden
San Francisco Cal Northern Baptist Convention

1899 Louis, Mo. Third Annual Convention of The International Bill Posting Association, July 26-29 1897. Clarence E. Runey, sec'y, Waukegan, Ills. Thousand Islands St Lawrence River N Y State Press Assn July 25 to 30
Troy N Y New York State Assn of Master
Painters and Decorators July 7-S
Warren O Oak Grove Driving Club July and
Aug B F Pew pres, M S Clapp sec

Poultry Shows.

Amesbury Mass Amesbury Poultry and Pet Stock Assn M H Sands seey Ashland O Ashland Co P Assn Dec 22 to 25 H Ashland O Ashland Co P Assn Dec 22 10 25 H
A Mykrantz sec
Auburn Neb Nemaha Valley P Assn Nov 30 to
Dec 3 Rhodes J L L Alspauch sec
Bloomlugton III Bloomington P Assn Dec 15 to
21 B N Pierce J I D Shiplev cor sec Normal III
Bufflon O on-olidated P Assn Peb 1 to 5 H 21 B N PIETCE J 1 D SUPPLY STATE OF THE STAT

Clinton Mo S W Mo P Assn Dec 14 to 17 W H
Talbert sec
Danbury Conn Danbury and Bethel P Assn
Dec 8 to 11 F H wman sec
Detroit Mich Michigan State P and P Assn Jan
3 to 4 F W McKenzie sec Concord Mich
Dixon III Rock River Valley Poultry Assn Dec
14 to 18 Shellabarger J F W Fargo sec
Hamilton Va Old Dominion P and P Assn of
Loudoun Co Nov 2 and 3 R J N Reed sec
Haverhill Mass Merrinack Valley Poultry Assn
Dec 28 to 30 Geo H Greenman sec
Indianapolis Ind Indiana State P Assn Jan 10
to 15 Thos W Pottage sec
Johnstown N Y Adirondack Poultry and Pet
Stock Club Nov 24 to 27 Frank Randall pres
II J Quilhot sec

Kansas City Mo Mid-Continental P Assn Dec 25 to 30 F M Slutz sec Washington D C National Assn Freight Agents

Washington D C National Assii Freight Assii June 5 to 10 Toledo O State Teachers' Assii July 1 and 2 Toledo O Republican State Convention June 15 Philadelphia Pa National Saengerfest June 21 Philadelphia Pa National Convention of Postal Clerks June 16
Philadelphia Pa National Medical Assu June 1

Clerks June 16
Philadelphia Pa National Medical Assn June 1
to 4
Philadelphia Pa Pan-American Conference
June 1 to 3
Newark O Newark Driving Assn John H
Swisher pres. C Seymour treas June
Lebanon Mo Lacle e Co P Assn Nov 20 to Dec
4 F W Hitchcock J Geo II Hinds sec
Los Angeles Cal Los Angeles Co Poultry Assn
Jan 10 to 17 Henry W Kr. ckeberg sec
Louisville Ky Kentucky State P Assn Jan 10 to
15 H A Bridge J Y Bicknell JJ J R Mount sec
Lagrange Ky
Mansfield O Mansfield P P and P S Assn Dec
20 to Jan 1 C W Rtz sec
Mamisburg O Miami P Assn Dec 5 to 10 H A
Bridge J Oliver L Dosch sec
Mt Gretna Pa Mt Gretna Agr Mec and Ind Expo
Aug 16 to 20 M B Blauch sec Lebanon Pa
Nashville Tenn Tennessee Poultry Pigeon and
Pet Stock Assn Jan 11 to 15 J M Honkins sec
New Haven Conn New Haven Poultry Assn
Dec 20 87 to Jan 1 '98 N D Forbes sec Montowese Conn
New Loudon Conn Eastern Connecticut P Assn
Dec 15 to 18 Chas B Smith acting sec
Oneonta N Y Oneonta P and P S Assn Dec 14
to 17 Arthur J Relyea cor sec
Parsons Kas Parsons and E P Assn Dec 7 to
10 B N Pierce J J R Alexander sec
Peoria Ills Peoria Feathered Stock Assn Jan 4
to 8 D I J Oglesbev Gable sec Peoria Ill
Princeton Ill' Central Illinois P Assn Dec 20 to
25 A C Best sec
Rockford Ill Northern Illinois P Assn Jan 10 to 15 John J Beveridge sec 88 Lowell street
Rockford Ill Northern Illinois P Assn Jan 10 to 15 John J Beveridge sec 88 Lowell street
Rockford Ill Northern Illinois P Assn Jan 10

Rochester N Y Rochester P P & P S Assn Jan 10 to 15 John J Beveridge sec 88 Lowell street Rockford III Northern Illinois P Assn Jan 10 to 15 McClave J A H Currier sec Sedgewick Kas Harvey Co Poultry Assn Dec 6 to 11 W M Congdon séc C H Rhodes J Seneca Falls N Y Seneca Poultry and Pigeon Assn Fred Hobel sec St Louis Mo St Louis Fanciers' Assn Dec 13 to 18 J H Ahrens sec Butterfield and Bridge J Tacoma Wash Tacoma P Assn Dec 20 to 31 Stephen Holbrooke sec Titusville Pa The Titusville Poultry Assn Dec 14 to 17

Titusville Pa The Titusville Poilitry Assn Dec 14 to 17
Topeka Kas Western Pigeon Club Dec 14 to 21
F M Gilbert J M F Hankla sec
Toronto Canada Victorian Era Expo and Ind Fair Aug 30 to Sept 11 H J Hill sec
Wilkesbarre Pa Wilkesbarre P P and P S Assn Dec 27 to Jan 1 E S Kirkhuff sec

Dog Shows.

Morris Man Manitoba Field Trials Club Sept 6 Jno Wooton sec Newton N C Eastern Field Trials Club Nov 15 S C Bradley sec

Food Shows.

Topeka Kas Mechanics' Fair Aug 17 to Sept 18 J H Gilmore supt

Boise, Idaha. Elmo Gordon & Co. Reliable Distributers and Sign Tackers. We pay rent for our locations and can guarantee.

Utah and California!

Are two of the most magnetic names in the roll of States, and the best way to reach them is

RIO GRANDE WESTERN RAILWAY. "Great Salt Lake Route."

As the titles indicates, the R. G. W. is the only line that passes directly through Salt Lake City on the way to California; and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your Western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully, and you will choose the R. G. W for this reason, as well as for the magnificent scenery, superbequipment and fast time. Write to F. A. WADLEIGH, General Passenger Agent, Salt Lake City, Utah, for particulars.

Chicago, Ills. J. A. CLOUGH, contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns. What is worth doing at all, is worth doing well.

JOHN H. JONES,

Best facilities for distributing, sampling, sign tacking—card, tin or steel. Population, 500,000 Dwellings, 85,000. Member I. A. of D. Office, N. W. Cor. Flount & McHenry Sts., BALTIMORE, MD.

Scranton, Pa. 654 Deacon. J. H. Beltz, member I. A of D., samples put out, circulars distributed, signs natice up. Work isgueranteed. 200,000 people in Lack-awanna County.

Do You Use Circulars?

We send ours to 1,000 or more new names (no lirectory names) each month with good results Should be pleased to send yours (6x9 or smaller) with them for \$1.00 per thousand. Prepay a charges.

will sell Three Copies Only of our lists for 30 cts. per 100 or \$2.00 per thousand

D. W. McNEAL CO., 511 W. 67th Street, Chicago, Ills.

Jackson, Ga., C. A. Benderson & Co.
Member I. A. of D., adverti-ing agents,
Territ-ry: Atlanta, McDonough, Griffin,
Locust Grove, Jackson, Flanilla, Macon,
Forsythand Barnesville, includes population of 175,000.

Grand Rapids, Mich. George M. Leonard, Reitable Distributer

Teller Heads WE HAVE PRINTED
WE THAVE PRINTED
WE TAVE PRINTED
WE TAVE PRINTED DOINTING (0 358 READMANN CT DENTING (* CHICAGO 358 DEADDOOR SE

All Kinds of Printing and Engraving. WAUKEGAN, ILLS. G Runey & Son. Distributors. Bill Posters etc. (Circuit 18 towns) Pop. 35 000.

DENVER, COLO.

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Pprings. Population of Denver, 165,000; Puebl., 40,000; Colorado Springs, Colorado (ity and Maniton, 20,000.

If you are an up-to-date advertiser you want the latest and best advertising novelties.

Before placing your order write

The Adv. Novelty Co., 32, 34 & 36 E. 3d St.

CINCINNATI. OHIO.

Manufacturers of and dealers in Domestic and
Imported Advertising Novelties, Cards
Calendars, Panels, Shapes, &c.

If so, then have it well done; done by a "knows his business" distributer and in a city where results are sure. If you follow this course, you can't help but "run up against" our distributing service and Middletown.

> MIDDLETOWN ADV. CO. The "Knows Their Business" Distributers.

Middletown, N. Y.

Tri-City Introduction Co.

Suit 56 and 57 McManus Blk, Davenport, Iowa.

Do Bill Posting. **GENERAL OUT-DOOR ADVERTISING AGENTS** Distributing. Sign Tacking.

DAVENPORT, IOWA, ROCK ISLAND AND MOLINE, ILLS.



Nashville Distributing & Advertising Co.

and Paint Bulletin Signs

in towa and Illinois.

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn. Member International Association of Distributors. This association guarantees service of its members. | 7 JAMES L. HILL, Mgr.



PRESIDENT'S ADDRESS.

JOHN M. TRUE, Baraboo.

I want to say that I am pleased to see so many here this evening as are assembled, not expecting the opening meeting would be so largely attended. Noticing that my name was upon the programme for an address, I have hastily written down a few lines to-day.

I am exceedingly anxious that the importance of an organization of the nature of ours may be appreciated by the several county and district fairs of the State. The value of these fairs, when properly conducted, is coming more and more to be in direct proportion to the standard of excellence attained.

be in direct proportion to the standard of excellence attained.

In no work of a public character is criticism sharper and more discerning; inefficiency, unfairness or dishonesty more quickly discovered and advertised; while the opposite qualities almost invariably meet with due recognition and indorsement.

The fair is supposed to be an educational factor—an object lesson of whatever may be worthy of encouragement and emulation in the general interests of the masses. Upon this idea it was founded; with this idea it has been fostered and encouraged by liberal appropriations from the State; with this idea it has been supported and patronized by the best elements of our citizenship; and only when it has been untrue to this idea has it met popular condemnation and consequent decline.

sinp, and only when the has contact that the consequent decline.

Our most popular and successful fairs are those that bear reputations for clean management, high moral considerations, honest dealing and complete fairness. Based upon, but not independent of these qualities, come in excellence of system, special features that attract interest, educate and please, and adroit generalship that so directs affairs that every visitor is sent home good-natured, with none but kind words for the management and the event.

To consider what constitutes the highest ideals in this work is the object of our meeting this evening; to draw from the experience of others, results they have gained, that we may pattern after their successes and shun their failures. Let no member selfishly withhold the knowledge of anything that may be of mutual benefit to the Association.

We invite the greatest freedom in the discus-

anything that may be of mutual benent to the Association.

We invite the greatest freedom in the discussion of the topics that may be presented.

The chair begs leave to recommend that the annual fee of membership be so reduced as to make it an object for all fair associations in the State to join us in this movement, believing that the result of this action will give us a larger aggregate revenue than is derived under present rates: and, if the fees be so reduced, that the Secretary be then instructed to solicit increase of membership.

New Methods of Advertising.

By JESSE R. SHARP, Chippewa Falls. To the wide-awake fair manager there must be

To the wide-awake fair manager there must be a continual procession of ideas pointing to the successful culmination of his year's work. He must watch for new attractions, and if they have merit secure them for his week's exhibit. After having booked them, and satisfied himself that they will be produced as per coutract beyond a reasonable doubt, the next step is for him to place the news so that the public will learn of it without a doubt.

to place the news so that the public will learn of it without a doubt.

It is not enough that he insert a rard in the weekly paper calling attention to the fact that the "sixth annual exhibition of the county fair will be held," etc., for many do not see such notices, and their very sameness lessens their value. It is not enough that we have some half-sheets struck off in blue ink, for when they are pasted on the fences and old brildings they soon become dull and defaced by wind and weather. We have all tried the horse papers, and while by such advertising we read the circuit followers, we do not succeed in attracting the attention of the people who fill the money boxes at the gates. What, then, is the best way for keeping it before the people?

It seems to me that the best results, and those most far-reaching, are to be obtained through

JOHN M. TRUE, Baraboo.

PROCEEDINGS

-of-

FOURTH ANNUAL CONVENTION OF THE-

Wisconsin Fair Managers' Association.

Held at Madison, Wis., Feb. 2 and 3, 1897.

TORN M Terre Barahoo

SECRETARY AND TREASURER-ARTHUR BABBITT, Madison.

GEO. L. HARRINGTON, Elkhorn. GEO. GALLOWAY, Menomonie.

JESSE R. SHARP, Chippewa Falls. M. F. BARTEAU, Appleton.

INTRODUCTION.

INTRODUCTION.

The publication of the proceedings of the Fourth Annual Convention of the Wisconsin Fair Managers' Association is made possible through the courtesy and progressive advertising spirit of the Donaldson Lithographing Company of Cincinnati. To this company the thanks and appreciation of our Association are due.

While organization in many other lines of business and industry has been perfected years since, the organization of Fair Managers is of comparative recent date.

It is the belief of the undersigned that a strong association of managers will result in bringing up the management of fairs in all departments to a high order of excellence, and more thoroughly popularize them as advertising, educational and commercial factors in the communities where they are located.

It is with the hope that all societies which hold a fair in Wisconsin will become members of the Wisconsin Fair Managers' Association that its Secretary submits the, following for the perusal of those interested only regretting that it has been found necessary to abridge the valuable discussion in order to bring the report within a specified number of pages.

ARTHUR BABBITT, Secretary. discussion in order to Dring the Specified number of pages.

ARTHUR BABBITT, Secretary.

Madison, Wis., February 20, 1897.

Recommendations for 1897.

The following resolutions were passed unanimously at the last meeting by this Association, and are hereby presented to the Fair Managers of this State for their careful consideration: RESOLUTION I.

Resolved. That this Association recommend that the premium lists of all fairs in the State be printed on 24 x 36 inch paper, and, when bound, shall be exactly trimmed to 8½ inches long by 5½ inches wide. RESOLUTION II.

Resolved, That this Association recommends to all fairs in the State the employment of graduates from the short course of the University of Wisconsin as judges in live stock departments. RESOLUTION III

RESOLUTION III.

Resolved, That this Association recommends that each fair association and society in the State place at the disposal of R. A. Moore, of Madison, a page, or a portion of a page, in the premium list, to be used by him for the purpose of advertising the short course.

RESOLUTION IV.

RESOLUTION IV.

Resolved, That the Secretary of this Association be, and he hereby is, instructed to correspond with all managers of attractions suitable for fairs and obtain their lowest figures for giving exhibitions of one, two or three days at one fair, and at circuits of two, three, four or five fairs, and that a list of such attractions be mailed to each member of this Association.

Resolved, further, That the secretaries of the different fairs in the State be requested to forward to the Secretary of this Association any circulars relative to attractions that may come under their notice.

It seems to me that the best results, and those most far-reaching, are to be obtained through school advertising. By this, I mean interest the children and you will gain the attention of the parents. Two years ago we borrowed from Mr. McGinley his idea of an educational exhibit at the fair, and that year we paid out book premiums which cost us about \$150 in cash Last year we expended in the same department nearly \$500, and from the testimonials since received we are satisfied that it will do us more real good than we could derive by any other means. We issue an advance sheet of the educulars relative to attractions that may come under their notice.

Resolved, further. That each secretary of a fair be, and he is, hereby requested to furnish to the Secretary of this Association the name or names of any managers of attractions that have either broken their contract or given an unsatisfactory

cational department, which is sent to every school in the county with the request to the teacher that he circulate them among the pupils, who commence their work for the prizes. Their object then becomes a topic of interest at home and an incentive to the older peoplet oprepare something for exhibi ion. It is needless to add that it is the desire of each competitor to see his work when in place, and it must be a disinterested family, indeed, that will not share in his enthusiasm and attend the fair for the purpose of viewing this work, if for no other reason.

We have a special building for school work, and each year it has been well filled. The building is sixty feet square, and the fact that all the space is occupied should prove the interest that it arouses. After the work is judged, the book prizes are purchased and sent to each school for distribution, each book having pasted inside the cover a label announcing that it is a reward from the County Fair, and thereby remains as a standing advertisement. We now have under consideration a plan for paying our education 1 prizes in subscriptions to magazines and family newspapers. We propose to select a list of papers and offer prize winners their choice. These papers coming into a family each week or month, as the case may be, are a constant reminder of the fair and the benefits derived are inestimable.

mable.

We also offered a prize of a fire-proof safe to the township that would make the best exhibit of farm products on a float to be driven into the fair grounds. This offer attracted a great deal of attention, and the float which took the prize

fair grounds. This offer attracted a great deal of attention, and the float which took the prize was a very fine production, upon which the contestants devoted a great deal of time. The safe which they received as a prize is now in their town clerk's office, and serves as a lasting advertisement for the Chippewa County Fair.

It is undoubtedly the best plan in advertising for an institution like a county fair to adopt some medium that is permanent in its nature. Dodgers and folders are all right for a daily announcement of the racing programme, but as a means for inducing people to get ready for the fair they are a failure. Last year we delivered premium lists to the houses of the farmers living within a distance of five miles of the city, and we are satisfied that this method interested a great many.

Our canvasser not only delivered the premium list, but he had instructions to urge the householder to show something at the fair. It must be plain to every one that in order to have a successful fair there must be an exhibit, and it requires constant work to induce a good showing.

Discussion on Mr. Sharp's Paper.

In the discussion which followed Mr. Sharp's

In the discussion which followed Mr. Sharp's paper, the following methods of advertising were each taken up and quite fully discussed, viz: Stickers, eight-page bulletins, newspapers, horse blankets, cloth bauners, nettings, streamers on fences, posters, complimentaries, premium lists and children.

Children.—From the discussion it was clear to infer that the method of advertising by means of children was quite popular, many of the secretaries agreeing that tree tickets in the hands of the children were constant reminders to the parents of the date and the attractions of the fair. An Educational Department, where the children compete for prizes, seemed to have worked with good success at many of the fairs. With regard to the distribution of tickets to the children, it seemed to be the sense of those present that the best distribution was effected by giving the tickets to the teachers who, in turn, gave them to the pupils under their charge. Giving the tickets to superintendents of schools or district clerks did not seem to meet with so much favor. It was also thought well to give each teacher a complimentary ticket. Most of the fairs had admitted children one or more days free of charge; some of them charged ten ceuts admission. The method of advertising by means of children seemed to meet with much approval on all sides, it being the concensus of opinion that the parents would invariably become interested in whatever their children were interested in the order of the premium for the fair. In all events,

animals or articles on which premiums are offered. 2 As an advertising medium for the fair. In all events, it should be made to pay for itself, either by the secretary soliciting the advertising for it or by letting the contract for its publication to parties who will issue it free of charge and take the benefits accruing from the advertising. It is a much better plan for the secretary to retain the supervision of the printing of the premium list, as other methods are more apt to result in a poor job typographically. It is the plan of some societies to let one or two leading merchants publish the premium list, which would contain their advertisements to the exclusion of all others.

With regard to the number of premium lists gotten out by the different societies, it was ascertained that from two to three thousand are usually printed by each of the associations, and advertising rates varied from \$3 00 to \$10.00 a page. The cost of publication varied from \$1.00 to \$3 00 a page. Some associations have decided to publish the premium lists without advertisements, claiming that people are tired of being worked for advertisements.

The subject of special premiums came in for considerable discussion.

In regard to the distribution of premium lists, a house-to-house distribution was much favored by many of the societies present. It is very little use to mail premium lists to county fairs in any large quantities into remote counties. It lessens the value of the book as an advertising medium to advertisers and as an advertising medium to refer itself.

Cloth Banners.—With regard to cloth banners, many societies are using them; others have discontinued using them, claiming that their day has gone by.

Complimentaries to traveling men were spoken of as an advertising medium.

Many societies find that small cloth signs on sprinkling wagons, dray wagons, etc., give good satisfaction.

satisfaction.

The cost of advertising the different county fairs varied from \$100 to \$500, exclusive of the premium list, which, in most societies, pays for itself.

itself.

The general opinion, as drawn from the discussion, indicated that the best advertised fair was usually the best attended one, and, therefore, that this phase of management cannot be too strongly estimated.

Speed Department.

By GILBERT RUTHERFORD, Lake Mills.

Speed Department.

By GILBERT RUTHERFORD, Lake Mills.

The Speed Department is one of the greatest drawing cards of the fair that we can have, and the better the department, the better drawing card it is; and the better we can manage it and bring in the largest number of horses, the more we are doing for that department.

Can we do without mixed classes? I speak from experience at our county fair when I say that we cannot do without mixing the classes. One thing is certain, the Trotting Association card live without the entries, and he horses can live without the association. It brings up a little discussion sometimes during the fair. The trotting horsemen do not like to go against the pacers, and circ errsa; therefore, I would say that do not believe that any county fair association can exist and carr on its Speed gravitation on exist and carry on its Speed gravitation on make the races condiffered themses as to make the races and differed themses as to make the races and differed themses on come one day and one another, and it gives the best of satisfaction. With us there seems to one of the best paying races we have.

Do large purses bring the most entries? With us we have made free-for-all races for years. Scarcely a year goes by but what we fail to get five paid-up entries in that class, and it hink that a large entry does not pay. Medium sized purses are more successful.

In regard to a stake race, I would say, does a stake race pay? I have been struggling for years to get the gentlemen of the Execution of the policy for a few fail managers to get together—that is, the secretaries from the different fairs—and atrange a stake trangers to get together—that is, the secretaries from the different fairs—and atrange a stake trangers to get together—that is, the secretaries from the different fairs—and atrange a stake trangers to get together—that is, the secretaries from the different fairs—and atrange a stake trangers to get together of the fair, that is policy to do so. It is one of the best advertisements a

Discussion on Mr. Rutherford's Paper.

Mr. Cox—I would like to ask the gentleman with reference to the mixed race. We have followed the line that he suggested, and have used the mixed races, but the practice was used in a neighboring fair of giving the trotters a little advantage of record over the pacers. Have you given it any consideration?

Mr. Rutherford—I have heard that suggested by horsemen, but the suggestion generally came from gentlemen who owned trotting horses instead of pacers. A trotter ought to have a little advantage in regard to distance When the classes go way down to the twenties, then their record depends upon a test of their speed.

Mr. Galloway—The gentleman made a statement about jockeying. Is there no way that we can prevent it?

Mr. Rutherford—I would say that the only way I can see to get rid of that is to put judges in the stand who are as sharp as the jockey.

Mr. Sharp—In answer to that question, I would state that our experience has been this: Our first year's races were started by a local man, and one who probably would not have much experience, and they were not very successful in preventing jockeying. We then put the races in charge of a man to whom we paid \$75 oo for one week's service, and the contract was that we were not to pay him anything if not satisfactory. I think we had but one instance where the jockeys scored more than twice.

in regard to the large-sized purses, I think it is a mistake to have a large-sized purse. It is very difficult to fill them, and it was all we could do to fill ours. We get best satisfaction from the 230 class and \$250.00 purse. Mr. Scott—I have been bothered in this collection of entrance fees. Now, are we not a little

Mr. Scott-1 nave occur some we not a

to blame for this?
Mr. True—At our fair all entries were paid.
Every man paid all that was required of him.
Mr. Scott—While I am on my feet I would like
to say just a word in regard to this matter of
large purses. We have had the poorest races
that we ever had. I am of the opinion that we

that we ever had. I am of the opinion that we do not want large purses.

Mr. Cox—I see that Mr. Sharp advises the employment of a starter. Could you conscientously advise a small county association to employ a \$75 oo starter for races?

Mr. Sharp—I believe that it is money well invested. We always get best results from menwer pay for what they do. We know it will be done. I think the \$75 oo we paid him brought us good return, because the horsemen were very well satisfied. I do not think there was but one instance where there was more than two false starts. Nobody went into the stand but the timers, judges and the secretary of the track. Keep everybody out of your stand.

New Features.

By GEO. GALLOWAY, Menominee.

Mr. Galloway gave a very interesting talk on "New Features." In the discussion which fol-lowed, all the features used at the different fairs held in the State last year were considered at

held in the State last year were considered at length.

Lee Richardson, the trick bicycle rider, and Happy Jack, the Appleton Wonder, came in for considerable praise.

The sextette was denounced as a fake. One fair, which had "A Shot from the Clouds," was disappointed because the manager failed to keep his agreement. (They had a shot from the clouds in the nature of a three days' rain instead) The whole attraction proved quite unsatisfactory.

stead) The whole attraction proved quite unsatisfactory.

One fair gave a gold watch to the farmer bringing the largest load of people to the fair. Chariot races, sham battles, bicycle meets and political discussions seemed to have, been the orders of the day at last year's fairs.

One point that was brought out in the discussion was that it would not do to have bicycle races and horse races on the same day.

Tickets, Ticket Sellers and Ticket Offices.

By ARTHUR-BABBITT, Madison.

The question of tickets, ticket sellers and ticket offices is, perhaps, the most important one that the fair managers have to deal with, for upon its right solution depends, in a large weasure, the financial success of the fair.

First, as to tickets. A model fair ticket should have three requisites.

1. It must be a ticket that can be easily counted.

2. Easily sold.

3. Hard to duplicate.

nave infer requisites.

I. It must be a licket that can be easily counted.

A common pasteboard ticket is a very good ticket to sell, but very difficuit to count and is easily duplicated. What is called the notched-strip ticket is about as good a ticket for general purposes as can be used. This ticket comes in reels of one thousand tickets in a reel, consecutively numbered from one to one thousand, inclusive, and so rolled that ticket No. 1,000 reels off first. This method of numbering and rolling shows the secretary at a glance just what to credit his ticket seller with when the tickets are returned to him at the end of the day's work.

Ticket Sellers—The question of whom the secretary engages to sell his tickets is of the utmost importance, and, as a general rule, I believe it advisable to select such men as have some weight and influence in the community in which they live. Young men who are connected with banks, or hold other positions of trust, and especially young men who are used to handling money, should be chosen in preference to others of, equally good character who lack the experience that a connection with a good business house or banking institution gives to a young man in the way of enabling him to make change accurately and quickly.

There are two ways of selling tickets. One is for the ticket seller to take the money from the party who wishes to purchase a ticket, hand him the ticket seller to take the money from the party who wishes to purchase a ticket, hand him the ticket seller to take the money from the party who wishes to purchase a ticket, hand him the ticket seller to take the money from the party who wishes to purchase a ticket, hand him the ticket seller to take the money from the party who wishes to purchase a ticket, hand him the ticket seller to take the money from the party who wishes to purchase a ticket, hand him

for the ticket seller to take the money from the party who wishes to purchase a ticket, hand him the ticket or tickets he wishes to purchase, and then, by another movement of the hand, hand him the change. The other method would be for the ticket seller to hand the party who purchases the tickets the tickets and change at the

chases the tickets the tickets and change at the same time.

This latter method should be insisted upon by all fair managers, as it is surprising how many people will go away and leave their change at the ticket office window unless it is handed to them at the same time the tickets are handed to them.

Ticket Offices—I believe there is too little attention paid to ticket offices. A ticket office ought to set out away from the fence and be capable of being reached from two sides, as it is the common experience with fair managers that when a rush occurs it occurs at the ticket office, for the reason that the tickets cannot be sold fast enough. The ticket office window should not be very high; it should not be high enough for the ticket seller to see the party who is purchasing the ticket, or vice versa. It should, however, be quite wide. Good ticket sellers sell by looking at the man's hand rather than at his face. The ticket offices should have a door and good bolt.

In the discussion which was brought out, several styles of tickets were brought up, discussed and criticised. The plain cardboard ticket met

with considerable favor, the one objection to it being that it is a difficult ticket to keep track of and it is hard to count.

It was learned that one firm in Chicago was in the habit of furnishing fairs with tickets free of charge, this firm using the advertising space on the back of the ticket.

The question as to the proper use of complimentaries was considerably discussed.

Benefits of Forming Fair Circuits.

By J. G. BONNELL, Richland Center.

By J. G. BONNEILL, Richland Center.

Mr. President:

In the programme of your annual convention of 1997 I find my name in connection with the subject. "Benents of Forming Fair Circuits." Why this should be the case I am at a loss to comprehend, as the Richland County Agricultural Society, which I have served in the undesirable capacity of sectetary for the past three years, has had a very limited experience of the benefits of fair circuits, and, I may truthfully add, a very unsatisfactory one, a condensed statement of which will at this time answer the purpose.

add, a very unsatisfactory one, a condensed statement of which will at this time answer the purpose.

At the organization of the Southwestern Wisconsin Fair and Racing Circuit, in 1894, our society was enrolled as a member, and the management of our fair, with the mirage of an uncommon attraction in the Speed Department, made more than ordinary preparation for the annual fair. Additional hox stalls were built and those already erected were repaired. The track was put in good shape, and all managements made in anticipation of a big field of horses for our races. Our dates were about the last of the circuit, but as our purses were larger than the rest of the meetings we confidently expected, barring accidents, to get the bulk of the entries at the other meetings in the circuit. Our fair was held, the weather clerk dealt kindly with us, but when I inform you that when our entries closed, about four days previous to the fair, only one or two races were filled, compelling us to make new races, paying the original amount of purses offered, together with the fact that the small field made it necessary that the same horses were contestants in different classes, you can realize the benefit of a fair circuit to us both financially and in our speed attraction for 1894.

You will observe that I am speaking wholly

You will observe that I am speaking wholly with reference to benefits derived from the Speed Department, as I can conceive of no object in a circuit to an agricultural society that is alone in its county and limits competition to its residents, except in trials of speed.

ject in a circuit to an agricultural society that is alone in its county and limits competition to its residents, except in trials of speed.

But to continue our experience, or, rather, our tale of woe Full of hope, 1895 found us again one of the circuit, increased to a membership of eight, all in contiguous territory, requiring but shipments or easy roading, and giving horsemen eight weeks of continuous racing, which we confidently expected would settle all question of entries for that year.

In making up our speed programme we concluded that our reverses of the year previous was the result of the amount of the purses offered, as well as a clause in our conditions requiring horses to be eligible to their classes at the date of entries closing; and to obviate those features we doubled our amount of purses offered, making them from \$200 to \$500, about twice the amount of any other meeting in the circuit, and changed our conditions so that records made after August 1st were no bar, which date was prior to the first meeting of the circuit. Our advertising was well attended to, and entries to our races extensively solicited; and what was the result for 1895?

While the early meetings of the circuit were well patronized by horsemen, we at Richland Center, being next to the last meeting, had when our entries closed, about five days before the first race was due, only four out of nine classes filled, and had the same performance making

well patronized by horsemen, we at Richland Center, being next to the last meeting, had when our entries closed, about five days before the first race was due, only four out of nine classes filled, and had the same performance making up races as in the previous year.

Although we had a few more and some speedier horses to work with, yet the same fact presented itself as in the last fair. The original entries had been made for specified purses, and we felt it our duty, in justice to the parties making them, to pay out the amount offered in our speed programme. And, further, the patrons of the grand stand had been promised an unusual attraction in racing, based on the delusion of the "circuit," and our promise had to be kept.

Such has been our experience on the "Benefits of Forming Fair Circuits."

Last year we were not in the circuit, and, although our purses were cut down in the aggregate 500, yet at the closing of the entries, which was about the same time previous to the fair as in the year before, our classes were all well filled except two, and we had the most successful race attraction in the history of the society, both as to quantity and quality of entries, as well as in fixancial results. Such is my experience of the "Benefits of Forming Fair Circuits." and I am confident you will admit that, based upon it, my attitude must from necessity be unfavorable.

No doubt the managers of fairs who do not limit competition to their own county, and those who are one of three or four holding fairs in the same county, as instanced in the case of an adjoining county to Richland, as well as those who iurnish the opening meetings of a circuit, are able to speak favorably, but to us of Richland county, the legatees of "blasted hopes," do not ask it.

I shall not attempt to analyze or show cause why our efforts were non-productive of results sought for. Conversation with fair managers and horsemen has brought forth a diversity of reasons, and while I am prone to believe that with the assistance of horsemen who are not

found it impossible to conduct a county fair successfully without the aid of attractions that are interesting and furnish amusement, we naturally turn to that class least objectionable that will "draw the crowd" and come the nearest to paying for itself.

The racing attraction, or Speed Department, furnishes this feature, and the idea of the "County Fair Circuit," I have no doubt, originated entirely with a view of increasing the receipts by a larger entry list in the races, but such, you observe, was not our experience.

In connection with this, let me remark that I find many members of county agricultural societies harbor the idea that too much attention is paid to horsemen, and claim that the real purpose of the fair is always made subservient to their guild, and all that sort of thing; and I am clearly of the opinion that their action, based on that impression, has destroyed in a measure a source of revenue that is now sought for in the "Fair Circuit;" and, in conclusion, would suggest that a disposition to deal liberally with the horseman, according him all his right as an acknowledgment of his instrumentality in promoting in a financial way the interests of agriculture through the county society as the "Forming of Fair Circuits."

Discussion on Mr. Bonnell's Paper.

Discussion on Mr. Bonnell's Paper.

Mr. Cox—I have happened to be secretary of a Northwestern Fair and Racing Circuit. In our personal experience it has been successful, but whether all the fairs in the circuit could feel as favorably towards them as I do, I cannot say. I think we succeeded in attracting a large number of horses to our part of the State. Our purses in 1895 were uniform. In 1896 we made the purses as we pleased, but made the races uniform. So far as I know, we all consider ourselves fortunate in being members of the circuit. We had seventy-five entries at our fair, and thought that was doing very nicely.

Mr. Barteau—There is one thing to be observed—never form a circuit just because they ask you to. In our portion of the State we formed a circuit of six societies. There were only three that paid their purses. We had bad weather and the gate receipts were small, so we simply declared the races off. What a society ought to have is a guarantee from each society in the circuit, saying they will pay their purses. One advintage in the circuit is this: that you save so much in advertising through the horse papers, S cieties save a good deal of money in that way, and it certainly brings the horses into that part of the country. Horsemen want to go where they can get constant racing.

Mr. Cox—Another advantage is, that in a circuit you can advertise \$10,000 in purses, where a single society advertises only \$1200 to \$2000. You can get the benefit of all pulling together. We expended about \$200 in advertising last summer, and by dividing that by six there was no great expense for any one society.

Mr. Scott—Do you think that advertising in horse papers paid you?

Mr. Cox—Yes; we think so.

Mr. Barteau—The real advantage of advertising in a horse paper is this: A man will read a

to that association. Wr. Barteau—The real advantage of advertising in a horse paper is this: A man will read a horse paper where he won't notice programmes, etc. The horsemen are always watching the papers, and so always see the notice.

Suggestions on Fair Management. By T. J. FLEMING, North Greenfield.

By T. J. FLEMING, North Greenfield.

I certainly feel that an apology is due to you from me for my neglect in not making any preparation upon this subject. I think I am somewhat excusable, however, on account of the press of so much business of our own. I will only make a few remarks that I hope will bring out some of the important points on this question. To start with, I believe that this organization that you have formed has started out to have perfect management of fairs by your getting together and exchanging ideas upon this as upon other subjects. Now, then, being cut down to "The Management of Fairs," I believe that one of the first things to receive attention after you have elected your officers would be close scrutiny of your premium list. We do too much copying. We take the previous year as our guide for the second and then get into a rut, which is not for the advancement of our societies. I think there should be one standard for the compilation of the premium list—that is, the number and character of the entries in your different departments and classes. This thing of putting all classes on a parity, regardless of the number and character of the exhibits in those departments, is an injustice. Now, for instance, when there are but two or three exhibitors, I do not think you are justified in giving to that class as large premiums as to the class where there are a great many competitors. After your entries have been received, of course the work of carrying on the fair then becomes incumbent, principally, if not wholly, upon your superintendents, and, I care not how efficient the principal officers of any agricultural society are, unless they have good support in the personnel of their Board of Superintendents, they are going to have difficulty. Get in touch with the exhibitors, and see that their wants are met with. I do not know what the custom is among county societies of paying their premiums, but I will say along this

line that if you can pay your premiums especially your live stock premiums, during the fair, there is nothing that will plesse the exhibitors so well. I cannot wholly understand it. I would not say that it is because those men are poor, but they always seem delighted to get their cash, and I can say to you that in our last two years of experience there is nothing that came to my notice that gave so much satisfaction to exhibitors. Of course, it makes extra work, but with a little precaution, possibly an extra clerk, the trouble will not be so great and the results are good.

Next to this, I presume, in the conduct of a county fair comes attractions. Now, I am one of those who insist the time is past when a county or State fair can be run wholly upon lines of agriculture; and if we find that by clinging to agriculture; and if we find that by clinging to agriculture; and if we find that by clinging to agriculture; and if we find that proceed to meet current expenses and give us money enough to make the following fair better than the preceding, we had better procure some attraction. Barnum once said that people want to be humbugged. I will substitute for that, that they want to be entertained. In doing that, I do not believe it is necessary to have the petrified woman, the woman with snakes around her neck, cane racks, and those things, but we must have some strong attractions. I believe that if we could have a circus upon the grounds it would draw the people.

I do not believe that all societies pay as much attention to the Speed Department as they ought. A society that gets up a strong premium list in the Speed Department must expect that if will cost them some money. The better the horses, the more people you will have. Now, we had a splendid illustration of that in 1895 upon our fair grounds. The president and myself put up \$3,000 for one pace. It was the most marked success connected with the entire fair. People came from all over the State. The city of Milwaukee was full of strangers, and the hotels crowded.

Purely Personal.

E. J. Kilpatrick is the assistant Secretary and General Manager of the Danville (Ills.) Business Men's Fair. — John S. Eaton, secretary of the Fair at Woodstock, Vt., in subscribing for The BILLBOARD, says: "I think it is a bright, clean and exceedingly useful publication"

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If you are, I surpose you want it well done; that is, you want it done by the "day after yesterday" distributor, STEINBRENNER. We only employ sober,

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key advertising matter at a well known prohibitionist's. If you "want t' know" rates, send along a sample.



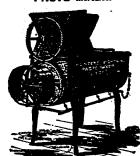
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You may think that you are not extravagant, i.e., in the sense in which this word is commonly used, but if you do work by methods that take longer time and more labor, and whereby you waste more material, than would be the case if using more improved methods, then you certainly are; for the correct meaning of the word extravagance in this recent is to meaning of travagance in this respect is to spend more time, money and energy than is necessary to accomplish a certain purpose, and which you certainly do if you make any quantity of paste in your business and do not use one of

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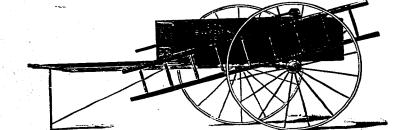
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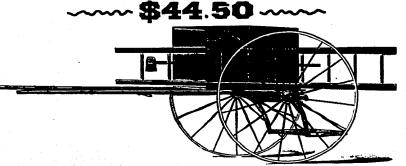
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They are beautifully painted, substantially built. Will last a lifetime, and I sell them at the phenomenally low price of a No extra charge for painting firm name on the sides.

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The best and finest line of posters for the Season of 1897 is that of THE DONALDSON LITHO. CO. It is also the largest. They have Posters suitable for advertising anything, from a National Exposition to a "Pumpkin Show" and in greater variety than any other house in existence. The line embraces Agricultural Machinery, Vegetables, Cattle, Swine, Poultry, Running Races, Trotting Races, Bicycle Races, Hippodrome Races, Athletic Sports, Bench Show, in fact anything and everything that the Fair Manager can possibly wish for.

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DEAR SIRS: I received from you a few days ago a Magnetic Hammer in good condition. I have used the same and find it to be the finest article for putting up sirps that I have ting up signs that I have r used. Yours truly, FLEISCHMANN & Co. Gardner, Mass

W. P. BULLARD, Agt. SAVES CLIMBING. SAVES WORK. Enables you to give your clients first-class permanent

PRICES: 36-in, handles, 2 sections, \$2.00 42-in handles, 8 sections, \$2.50

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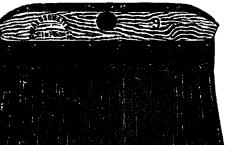
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Bill Posters' Paste Brushes.

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find any-

PRICES.

8 inch, \$2 25 each. 9 inch, 2.75 each. 10 inch, 3.00 each.



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The Best Paste Brush Popular everywhere on account of its great durability.

PRICES.

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Made Expressly For

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Will fit inside of a bill trunk. Great convenience. HANDY, DURABLE,

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7 feet. 2 sections. - - \$1.25 10½ feet, 3 sections. - \$1.75

Donaldson Litho. CINCINNATI.

Remit with order. None sent C. O. D.





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Prompt personal service guaran teed at all times.

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Also have boards and posting privi-

WE DISTRIBUTE Circulars, tack signs, paint, and do all kinds of out-door advertising, also furnish names of people of this county, any kind at 25 cents per 100, or \$2 per JOHN F. MORAN & BRO.
1,000. New Haven County is our territory. 30 GILBERT STREET, NEW HAVEN, CONN

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Established 1894. City Population, 350,000.

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Terms reasonable. Send for price list.

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A Neat Leather Case, with your ad. on it, for carrying Bicycle Pocket Wrench. If you want to catch the boys, this will do it. Sample, 10c. Plenty of other good

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Leather Novelties, WILLIAMSPORT, PA.

AGENTS WANTED Either ladies or gentlemen, to sell our new

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You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

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OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.

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Have You got Anything to Call their Attention to, while they are idle.

Strike while the Iron is Hot! We can reach all these people. Send us your booklets, samples, or circulars or any kind of advertising matter.

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CITY BILL POSTER,
DISTRIBUTOR,
SIGN TACK SIGN TACKER. All New Boards. Work Done by Reliable Mer

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Short Standard Gauge Line between principal points of the United States and Interior Mexican Points. No Transfer of Cars at the Border.

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A passenger representative meets all trains at the border 10 look after customs inspection and to aid passengers in making money exchanges, etc

to aid passengers in making money ex-changes, etc

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Autonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

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Aurora, Ills. B. MARVIN,

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2-7-7-7-7-7-7-7-7

Wilmington, with 35,000 population, offers great chances to the shrewd advertiser—to one who uses our Bill Posting and Distributing service.......

Office, Grand Opera House.

7-?-?-?-?-?-?-?-?-?-?

Jacksonville, III. 807 S. Main St.

Wm. Burke, member of and recommended by U. S. Dist, Bureau

HENRY C.

PATERSON, N. J.

Evansville, Ind. 75,000, Licensed

satisfaction guaranteed. Rates

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Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38 MCMINNVILLE, OREGON.

Wilmington

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Will or will not the

people of Wilmington buy ?

employ our service. We?
have long understood the?

our goods?

To obliterate all doubt,

Great 7

art of advertising.

RATES LOW.

BOX 92.

ARKANSAS HOWLAND Advertising Sign Co, Rome, N Y. Laconia, N. H. Pop. 15,000.

'Mr. Manager!''

THROUGHOUT ARKANSAS.

J. F. CLARK

CONWAY,

"One Moment Please."

DISTRIBUTOR.

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. paper.

OUR artists are expert and up to-date. WE do bill posting, distributing and

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas. OUR boards, stock, labor and prices are

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

C. M. Smith & Co. Brantford, Canada.

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MEMPHIS. TENN.

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POPULATION ,8,000. International Bill Posters Association United States and Canada.

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TROY, ILL. F. C. Gates. Bill Poster and Distributor. Reference furnished. n87

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and will rid your house entirely of flies. They always crawl upward, and when they reach the top are on the outside. Agents wanted in every town and city.

Sample, by mail, 25 cents

THE TAYLOR FLY EXIT CO. URBANA, OHIO,

Fayetteville, N.C.

Correspondence Solicited.

Hawkins Bros. Bill Posters and Distribu-tors. Lock Box 170 \$597

CHILLICOTHE, ILL CHARVAT BILL POSTING CO. Seven Cities Covered, Population, 12,000.

Patented

March 17, 1896.

LARAMIE, WIS.

H. E Boot, Mgr. Opera House and City bill poster and distributor (field), 150 3d St. ¶¶97

The

Ad Book California's Advertising Journal.

Send 10c. for sample copy, and see what Western advertisers are doing. \$1.00 a year, monthly &&&&&

The Ad Book Press

320 SANSOME ST. SAN FRANCISCO, CAL.

MILFORD, MASS, Pop. 9,000. E. R. Negu-, Dis'ributor. 337 Main St.

Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters. Distributing and Advertising Agents. Work

promptly and properly executed.
FORT WAYNE, IND. C. B. Woodworth.
Manager.

Butte, Mont. W. E. Kendrick, Bill poster and sign advertiser. P.O. box 122.

Every bill poster wants

"PROFITABLE ADVERTISING,"

The Advertiser's Trade Journal. Fully illustrated, bright, original, up to date. Poster department. The handsomest publication of its kind. 10c. brings a sample copy if you mention THE BILLBOARD. KATE E. GRISWOLD, Ed., and Pab., 13 School Street, BOSTON. MASS.

Winona, Minn. Pop. 25,000. Winona Circular Dist. Co., 78 E. Second st General Outdoor Advertisers, Sign Tack

The English counterpart of TH BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

Delaware, O. G. D. McGuire, City Bill Poster and Distributor.



E. BOWMAN Bill Posting and Distributing Co. G. B. BOWMAN, Manager,

1524 SIXTH AVE. NORTH, QUINCY, ILL.

,000 running feet of the finest billboards in the West.

OFFICE, EMPIRE THEATRE.

BANGOR Me. and Neighboring Cities. Pop. 40,000. Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. n9

STAVANGER, MINN. Ole Holm, Bill Poster and Distributor, ng

F. R. Peterson, Galva, Ills.

Distributing, Tacking and Posting throughout Henry County, Ills.

TERRE HAUTE, IND. James M. Dishon, Distributing, 29 South 5th St.

John T. Williams, Bill Poster,

PORTLAND, OREGON.

346 MORRISON STREET,

Member I. A. D. and P. C. B. P. A.

Population 90,000.

Established 1868.

D DESCRIPTIVE STANDS

Are always better than bum hand-painted affairs, crudely executed and poorly planned. The trouble has always been, heretofore, to get a small quantity at a reasonable price. We have

We can give you good work, and sell you ONE STAND at a reasonable price. Here is the way a Twenty-Sheet looks:



Send us copy and One Dollar, and we will make you up a sample. Here is a chance to interest your local merchants.

PRICES ON TWENTY-SHEETS:

1 Stand	l	\$1.00.
	is	
3 "	•	2.10.
4 "	•••••	2.60
K "		3.00

Red Letters, 42 in. high, 28 in. wide, same design as above, and Solid Blue Border.

GRIT!

(AN OPEN LETTER.)

WILLIAMSPORT, PA., May 6, 1897. Editor BILLBOARD, Cincinnati, O.

Dear Sir: We have a proposition to make to a reliable bill poster or distribntor in each of a good many cities, towns and villages of the United States and Can-It will, if taken advantage of, prove profitable to each of them and to us. It

We publish a first-class family newsp per, known as PENNSYLVANIA GRIT. It is now sold and advertised by an agent in each of about 4,000 towns. There are in each of about 4,000 towns. There are at the very least 4,000 other towns which are just as good but which we do not reach. We send papers for sale upon commission. Unsold copies are return able. We supply all kinds of advertising matter liberally. Why isn't the representative bill poster just the fellow we're looking for as general agent in his town? Why are we not the people he wants to strike? He can put the boys which he can secure and control to work in his interests. He can thus make a sum on Saturday of each week which will be clear urday of each week which will be clear gain. He can advertise his own business gain. He can advertise his own business and take advantage of the "between spells" which are bound to come now

The papers will sell all right. Experience teaches us that. Hundreds are sold each week in Winnipeg, Manitoba; in Key West, Florida; in Abilene, Kansas; in Augusta, Georgia; in Denver, Colo-rado; in Keokuk, Iowa, and in thousands of other places. One locality seems to be as good as another.
We will send sample copies and com

Truly yours.

GRIT PUBLISHING CO. Williamsport, Pa.

Mattapan, Mass. D. L. Cushing

Uttawa, Marseilles and Seneca.

If you have GOOD PAPER and will pay a fair price for service (no kid work), address HURD DIST. CO.

Lock Box 676.

Marseilles, Ills.

Atlanta, Ga. 124 Haynes St. Wm. Peden, Advertising Distributed, Signs tacked up in this and adjoining coun-ties, \$1 00 per 1000 and up.

Marblehead!

One of New England's great summer resorts. Has a population of 12,000 in summer, and thousands visit it to see its historic features and enjoy its ocean breezes. People here have as much money to spend as those in larger cities. Send paper to a ceese.

The Noon Bill Posting Co. MARBLEHEAD, MASS.

Chillicothe, Mo. Z. B. Myers, Owns all bill boards. Tacking, Distributing and Bill Posting done satisfactory of no pay. Write bim.

W. E. Patton, Corinth, Miss.
Bill Poster and Distributor. Reference furnished. Box 164.

Blancy, Wm. E., Expert Ad Writer, Station T, Boston, Mass.

Peru, Ind. Chas. W. Stutesman

RUFUS MIKSCH. DISTRIBUTOR

BILL POSTER AND SIGN TACKER, RED CLOUD, NEB.

REFERENCE IF REQUIRED.

J. M. Robinson "STILL AT THE FRONT." G. H. Raymond

ROBINSON BALLOON CO.

The Careful and Reliable Aeronauts

Balloon Ascensions and Parachute Descents. Special Attractions for Fairs, Celebrations, etc. Night Ascensions with Fireworks a Specialty. Terms Reasonable.

Permanent Address, New Galt Hotel, Cincinnati, Ohio.

The Christmas Billboard, 1807.

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1-t, next. It will consist of 56 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at zeech. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for specified position.

LITHOGRAPHED PAGES.
Page 2 of Cover, in 2 colors \$100.00
Page 3 of Cover, in 2 colors 100.00
Page 4 of Cover, in 8 colors 200.00
Double page center, in 8 colors 300.00
and no discounts of any kind. Copy for Adhus not later than Nov. 1st. Last form closes

The Babbitt Entry and Record System.

and Paid To Exhibitors at FAIRS.)

DESIGNED IN 1896, AND IMPROVED IN 1897

📤 A Man Who Knows The Business. Price \$5 00. (due when your fair is over.) Will send a set by express, collect, on approval to any Sec'y in U. S. or Canada, and stand the express back in case you do not like them.



MADISON, WIS.

CINCINNATI, OHIO.

Process Engraving on Copper and Zinc.

Wood Engraving and Electrotype Designing.

Send for our Catalogue.

AGENTS WANTED

NOVELTY SIGNS,

11XI4 inches, printed on colored card boards, ready for immediate shipment.
Here are a few mentioned of 500 varieties: Soda Water. Ice Cream. Call Again. Repairing. Positively No Credit, Dress Making. For Rent etc.

Rent etc. 80 per cent profit to agents. Greatest sellers on record. Special prices for the next three months at \$2.25 per 100 assorted cards, prepaid.

PAINTED SHOW CARDS.

11x14 inches, painted to order on white card-boards in 3 oil colors and shading Very attractive to cents each, or 9 cents a card in 10 lots, prepaid. Any Show Card in painting exceeding 5 words, 1½ cent per word extra.

MUSLIN SIGNS, to order,

at astonishingly low prices painted with 1 to 5 different oil colors (waterproof) and mailed postpaid atfollowing prices:

postpaid attollowing prices:

From 1 to 3 yards, 35c. per sq. yd., prepaid.

" 3 to 5 " 34c. " "

" 5 to 8 " 33c. " " "

" 8 to 10 " 32c. " " "

" 10 to 15 " 31c. " " "

" 25 to 50 " 28c; " " "

" 9 square feet to 1 yard.

OIL CLOTH SIGNS.

From 1 to 3 feet, 12c, per sq. ft., prepaid.

" 3 to 5 " 11c. " "

" 5 to 10 " 10c. " " "

" 10 to 15 " 9c. " " "

" 15 to 25 " 8c. " " "

" 25 to 50 " 7½c. " "

HEAVY CLOTH SIGNS,

stretched on frames and banded Better than wooden signs. Furnished in colors or smalled to order, 28 cents per square foot, prepaid.

GOLD LETTERING,

on heavy cloth, stretched on frames and banded. Better than wooden signs. To or der, 51 cents per square foot, prepaid.

We are in the Sign Painting business for nearly 20 years, and we give all good satisfaction or money returned. Order to-day and we will ship within 24 hours—except Gold Signs, take from 3 to 4 days. Promptness and First-Ulass Work is our motio

Val. Schreier Sign Co. MILWAUKEE, WIS.

Tucson, Ariz, 2,000 ft. of boards WM. REID. Box, 148,

HILLSBORO, TEXAS.

Phillips Bros,,City Bill Posters and Distribu-tors, Santa Fe, N. M. A. M. Dettelbach,

Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's. n97

LuVERNE, MINN. Pop. 3.000. Dana M. Baer, Bill Poster and Distributor, Box 490.

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P.O. Box 189.

Wilmington, North Carolina. Thos. P. Day & Co., Bill Posters and Distributors

Oswego, N. Y. F. E. Munroe, Licensed Bill Poster, Distributor and Sign Painter.

LIMA, OHIO. Pop. 20,000.
W. C. firrill, City Bill Poster and Distributer. Work promptly done.

Clarksburg, W.Va. Pop. 5,000 W L. Deison, City Bill Poster and Distributor. 197

Waukon, la. Wm. S. Hart & Co.

Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa auly

Po'keepsie, N. Y. 24 Mechanic St. M F. Spreiger, The Honest King Bill Pos-ter and Dist ibutor. n97

LORAIN, O. P. J. SMITH. Bill Poster and Distributor. 3196th St. n97

THERE IS ONLY ONE.

There is only one exclusive Billboard Contracting Agent; there are several people who contract to place bill posting, but there is only one who does this work exclusively.

I occasionally place other business, but if so, it is done at the advertiser's express demand, and not because I recommend the other method.

I have no chestnuts of my own to sell the advertiser—no fences, no walls, no billboards, no street cars; I am therefore free to give disinterested advice to the advertiser, as I make the same profit on one order that I do on any other.

If you are an advertiser, and if you want disinterested advice and expert service send for me. I place bill posting in New York City or in San Francisco; in Duluth or in New Orleans; in the largest cities or in the smallest "cross-roads" villages. I charge you the bill posters' regular rates-no more.

Besides taking the work off your hands I can do more; I get your work out promptly, because every bill poster knows me and my reputation for promptly paying all bills. No matter how high your financial rating may be, all bill posters do not know you; and as they have numerous uncollectable accounts on their books they naturally hold your orders till an investigation of you can be made. This does not happen with my orders, because they all know me, have known me for years, and have never had to wait for their money.

Come and see me.

Sam W. Hoke

Long Distance Bill Poster, 107 West 28th Street,

Telephone Connection.

New York.

THE BILLEOARD

Vol. IX., No. 7.

CINCINNATI, AUGUST 1, 1897.

The True Story of a Wonder- a certainty in a snug salary each month. ful Success.

BY SAM W. HOKE.

Four years ago there were three wellknown cigar salesmen, and one wellknown cigar maker, who for years had heen working for a large manufacturing newspaper advertising had been used, but

For a year they battled along, and at the end of that time found themselves just a little bit worse off than when beginning business. In the meantime, however, they had been accumulating cigar brands and were slowly popularizing them with the smoking public. A little seemingly without any effect.

At the end of the second year they had men long enough they joined forces and begun the manufacture of the George

pelled to charge the retailer a little more for this cigar than he pays for any other 5c cigar. Even at these high prices we are making less money on this cigar than on any other brand that we make, and there is no place in which it can be cheapened. How then can we afford to advertise it?

In spite of the seeming impossibility of the task, they started in to advertise the Geo. W. Childs cigar, but this time posters were adopted and other methods omitted

mand for the Childs Cigar, and an additional factory was secured in Philadelphia. With the two factories their output of cigars is now so near the top that only one cigar concern in the United States exceeds them, and their rating with Dun and Bradstreet has grown from "\$10,000" in '93 to "\$200,000" in '97.

Posters of all sizes and styles are now used, ranging from a one-sheet for villages to a twenty-four-sheet for cities, with varying sizes in between to meet all emer-



OFFICERS, BOARD OF DIRECTORS AND EXECUTIVE COMMITTEE OF THE I. A. D.

went to manufacturing cigars on their own account.

Twenty-eight thousand raked up between the four, and with this joint capital they started in to buck against the millionaire manufacturers that had held the markets in the past. This small sum of money and no brands to begin business on, caused their friends to shake their heads ominously, and warn them that they would better have continued with their old employers where there was

something more than mere quality was necessary to get the goods quickly in the hands of the consumer. The question that stared them in the face had scared off many others before them, and it is no wonder they hesitated. The point was this: We are now making as good a cigar as it is possible to make for 5 cents. We are selling it now to the jobbing trade at a higher price than they pay for any other 5c cigar. The jobbing trade is com-

W. Childs 5c Cigar, and concluded that entirely. The new poster advertiser usually begins with a one sheet, but these people were prevailed upon to begin with a sixteen-sheet stand. Ample appropriations for each city were made, and no more cities started with than they could amply cover with paper. Long-time contracts were made, thus securing the billposters' friendship and best locations. At the end of one year's advertising their New York factory, a very large one, was found wholly inadequate to meet the de-

gencies. The difficulty now is to supply the goods, with both factories working to their fullest capacity. The difficulty before was to sell the limited quantity they were making in one corner of one factory.

But how did they afford to advertise the cigar and still keep up the quality?

Because they found it better to make twenty-five cents a thousand on a million cigars than to make fifty cents a thousand on a hundred thousand cigars. The name of this firm is Harburger, Homan & Co



DENVER and ROCHESTER.

Just at present the bill posters at Denver, Col, and Rochester, N.Y., are somewhat inconvenienced by the vaporings of a parcel of meddlesome busybodies who are bent upon abolishing the billboards in their respective cities. We do not clearly understand who is responsible for the attack in Rochester, but in Denver it emanates from a lot of old hens who style themselves the Women's Municipal Reform League or some similar high-sounding title, and they are bent on cutting the size of the boards down to six feet in height, and hereafter no board must exceed twenty five feet in length.

There is no danger in either instance that the measures will cause the bill posters most chiefly concerned anything more than temporary annovance, but, of course, the situation is nuts for the newspapers, and they are making the most of it. One Denver sheet frantically demands if there is ever going to be anything to be seen in Denver save billboards. Another vows that it is impossible to find a point in the city where it is impossible to see a billboard One and all unite in howling that the boards are omnipresent. All of which Curran calmly smiles over and sends out marked copies to advertisers as testimony to the value and covering quality of his service.

It is impossible to explain or account for these outbreaks No city seems to possess immunity against them. They usually have their origin in some few addlepated aesthetic cranks, whose wail is taken up by the press and disseminated and spread broadcast.

The chief burden of their plaint is that the hoardings are unsightly. It is doubtful if there ever was a time when a billboard was one fraction part as unsightly as the ash heaps, garbage piles, weeds, etc., that occupy the vacant lots on which they are erected, or the mortar-bespattered unfinished edifices which they occasionally hide. But in these days when American poster printing has attained such an enviable position among the arts, to claim that a hoarding is unsigntly is simply silly. Nine out of every ten posters one sees on the boards to-day are, in truth, works of art. The billboards have become the poor man's picture gallery and the printer's pride.

The yellow yawp of a few fools need not disquiet either bill posters or poster printe s. It might be well though for the Association to take the matter in hand. If a few of these cheerful idiots were convicted of abuse of process, the example, might have a salutary effect.

A. B. P. A. CONVENTION.

The convention of the Associated Bill Posters' Association at Atlantic City was well attended. About sixty bill posters

were on hand, and they, together with agents and middlemen, swelled the total attendance to about seventy-five. To one on the outside the meeting seemed to be successful from every point of view. Owing to the fact that the representative of this paper was not permitted to report the meeting we are compelled to refer our readers to The Bill Poster (July issue)

Although disappointed at not being able to review the meeting, Murphy's "dog story" and San Robison's explanation of how the signs and badges came to read "American Bill Posters' Association" were worth traveling thousands of miles to hear. Hence the writer feels that the loss of time and expense incurred in the trip to the seaboard were not wholly

for an account of the proceedings.

SUBURBAN HOARDINGS. There is a great apparent tendency on

the part of advertisers to underrate the

value of hoardings erected in the suburbs, because, they say, they are seen by so few people. But in our opinion they are none the less valuable because removed from the center of the traffic. It is no doubt perfectly true that a hoarding in a crowded thoroughfare has many more people passing it than one erected in an outlying district where only those resident in the neighborhood are likely to see it, but we do not think it necesarily follows that the latter is of less value than the former, for comparatively few people stop to examine what is exhibited on a central position, whereas a hoarding in a suburb, if seen by fewer people, is more carefully studied and its contents more distinctly remembered. Nearly everybody who is anybody, and who has business in the center of a city or large town, has to live somewhere outside of it; and if in threading his way through a crowded etr et his eye is caught by a bill, it is certainly a very great point gained towards impressing the advertisement upon him if that same bill looks him in the face after the pressure of the day's business is over and when he has more liberty to examine it; so that, in our opinion, the value of a few bills placed in prominent positions and crowded thoroughfares is enormously enhanced if a larger number of bills are used, and some of these are exhibited in the suburban districts of the same city. We have but little faith in a limited number of bills being exhibited. There is an accumulative force in iteration and reitera-

Another reason why suburban hoardings are valuable is that ladies and children who seldom go into the city see bills placed in the vicinity of their homes and remember and talk about them.

The point is worth an advertiser's

while to carefully note, and the bill prating about specialism. Does any one poster should not fail to impress it upon him when soliciting his orders and arranging with him where his bills should be placed.—The Bill Poster, London, Eng.

Purely Personal.

A movement is on foot to raise the assignment of the Great Western Show Printing Co. of St. Louis. It is said that the concern will be reor ganized and placed on a sound financial footing. It is said that Walter S. Donaldson is likely to be made manager of the new company.

The Enquirer Job Printing Co.'s new building is rapidly approaching completion. It is a hand-some and imposing structure——P. J. Shannon, of The Riverside Show Printing Co. will shortly endeavor to form an association of the printers of the country .- The Erie rinting Co., of Erie, Pa., was recently badly damaged by fire ——Russell & Morgan are putting in a real lithograph plant. The equipment at first will consist of two presses.

IN DEFENSE OF H. L.KRAMER

Indiana Mineral Springs, Aug. 14, '97. Editor BILLBOARD, Cincinnati, O.

In the July issue of THE BILLBOARD you take occasion to attack Mr. H. L. Kramer's views on the average advertising expert, as expressed in his recent article in Profitable Advertising; an article which, by the way, has been largely copied and favorably commented upon. In your criticism you use the expression, "If Mr. Kramer is correctly reported." You may have no doubt on that point. I have been intimately associated with him in several highly successful advertising campaigns, and can assure you that his views are as quoted. At the same time, I am equally well aware that it was not his intention to attack personally any of the individuals whom you seem so anxious to defend.

The use of such expressions as "gaucherie," "35 cent nostrum formulas," "illmannered," etc., would suggest to the calm-minded that you were a bit irritated, perhaps even vindictive, when your criticism was written, and this is a condition of mind which will make the best intentions in the world appear distorted to the jaundiced eve.

You say "his position is utterly untenable." Of course this does not make it so, and such an arbitrary statement has no place in argument. It is an issue-a difference of opinion between the man holding the position and the one attacking it. Probably you never considered how differently matters must appear to a general, national advertiser like Mr. Kramer, or you would not blame him for not seeing them as you see them.

Advertising experts are continually

suppose us so benighted as not to acknowledge that the age of specialism has dawned? But why not follow out the idea to its logical conclusion? The advertising field is so great, the advertising requirements of different lines of business o varied and dissimilar that we can not b-lieve any one man is master of them all. We believe in expert department advertisers, expert retail advertisers, expert scheme advertisers, expert proprietary advertisers; but we do not and will not take any stock in the "yearling expert, who proposes to take any business under no matter what conditions, perform miracles of resuscitation. That is Mr. Kramer's opinion. Can you, honestly now, find fault with it? Do you really believe that any one of the self-appointed advertising authorities can perform these miracles? Have you in your mind's eye an advertising genius of such wonderful scope? If so, he has the Genii of Aladdin's Lamp at his beck and

In your criticism you say a successful business man need not necessarily be a gifted advertiser, a good bookkeeper, a close buyer or a shrewd salesman. I would now like to have you tell me what you consider the essential qualification f a successful business man. I really nk you must be mistaken about that If a man is in a regular, every day, commercial business, he must be a close buyer or a shrewd salesman to be successful; if he is in a banking, speculative or insurance business, he must be countant to be successful; if he is in the patent medicine business, he must be a gifted advertiser to be successful. I can not imagine a successful business man without at least one of these qualifications. The more of them he possesses the more successful he is likely to be.

There are certain lines of business in which advertising is a fundamental essential no advertising, no business. In the average commercial business advertising is incidental, like "bookkeeping, close buying and shrewd selling." Our business is one of those in which advertising fundamental-the basis of the industry. An advertising mistake may mean failure to the whole business. In thousands of cases it actually does, as we all know from the constant meteoric appear ance and disappearance of thousands of wonderfully named preparations. Through all kinds of experience, bitter at best, and at the repeated risk of his business existence, a man with aggressiveness, pluck, perseverance, daring and the in-born advertising and financial talent deelops a big success in the patent medicine business. When he has accomplished it, he knows something about how to advertise, and how not to advertise, patent medicines – he is an advertis-When he ing specialist in the proprietary line.

Such a man is H. L. Kramer, and I think his record, and especially the re-sulls achieved in the development of the enormous "Cascarets" business, justify him in doubting the capacity "yearling expert" to jump in and make a sudden pyrotechnic success of "any old business

Secretary Sterling Remedy Co.



R. L. Curran, 150 Nassau Street, New York, the ad writer, is introducing an attractive series of cuts -"The Shoppers," We illustrate them herewith.

CECCERS EDICOR.

t'nder this heading the publishers invite in e and full discussion of any and all mal soft interest to advertisers. bill posters, dis soft outers, sign painters and Fuir managers FEEEEEEEEEEEEEEEE

Delphos, Ohio, July 17, 1897.

Editor THE BILLBOARD,

Dear Sir-Regarding statements made by W. F. Tucker in July number, he is right. I did not buy his boards at the time I wrote my first letter as he had none to sell. All I ask is, for any who gives the best service, and I think I will present I am not the only bill poster, but I have the only good service and the only man in town that can post bills properly. I have offered to buy what little stock Mr. Tucker has, or consolidate, as the town is not large enough for two, and as he has not done this up to date he is welcome to all he can get. Thanking you for the space. I remain Yours respectfully

Lock Box 283

Winona, Minn., July 31, 1897. Editor THE BILL BOARD,

Cincinnati, O
Dear Sir—Business keeps picking up slow, but sure Have posted lately as follows: For Singer Mfg. Co., twenty 8-sheets; L. N. Scott, St. Paul, 450 1-sheets: Wisconsin Business University, twenty 3-sheets, ten lithos.; Reeman Chemical Co., fifteen 8-sheets, three 28-sheet stands Coco Cola Co., teu 16-sheet stands, five 4-sheets and fourteen 2-sheets: ladies' bicycle race, 100 sheets, seventy-five 1-sheets. Also distributed 3,000 books and 1,000 circulars for Munyon's opathic Remedy Co. Hummell Hamil. on & Co's circus used my boards for July 7, and Barnum & Bailey's for July 15 Have also had a good deal of local trade for home merchants, excursions, etc. I think the coming season will bring good work to all of us. Thanking you for space, I remain Yours truly.

HENRY WERNER. Monroe, Wis., July 28, 1897.

Editor THE BILLBOARD.

Dear Sir-I see by the Milwaukee Evening Wisconsin of the 28th that the third annual convention of the International Bill Posting Association at St. Louis broke up in a row, and tha you, with several other gentlemen, tendered your resignation. Now, I write you this letter. as I have belonged to the association for over two years and have had but one job of bill posting from them in that time, and for that I have received no pay as yet. It was done on the 17th of April. It was only a small amount, \$7.52, but it shows what kind of an organization it is, and I hope that more of the members will find then in a short time I own and control all the billboards in this city, over 500 feet of 11 and 12foot boards, and am in a position to do plenty of work in first-class shape, as I do all my work. and it is all listed and protected. Will be glad to hear from you at any time in regard to work you want done in this section of the country.

City Bill Poster.

Kewanee, Ill., July 9, 1897. Editor THE BILLBOARD,

Cincinnati, Dear Sir—Inclosed find order for \$1 for a year's subscription to THE BILLBOARD. I cannot do without it. I have been a subscriber for one year, and but for your little paper would have given up bill posting; but through the good pointers I am now doing quite a large business. Have posted in the last sixty days over 600 of local commercial work. My business has increased so that I built four more large naking a lot of one-sheet boards. I advertised a local firm (H. R. Clears & Co) for wall paper on my boards; also put out 3,000 circulars for them. There are five other firms selling wall paper in this city, and Mr. Clears sold more wall paper than all other firms put together. Since that time I have had no trouble in keeping my oards filled with commercial work.

We have been in the business six months, and

if business keeps up at the pace set we will, by the time races come this fall, be among the fast ones. You will notice by my letter head that we have a population of 10,000, and a hustling town for that amount of people. Business is good here, factories are running full blast and, in fact, everything is on the boom at present Our fair will soon be here, the date being Septembe 13 to 18, and is one of the best district fairs in the state. Will try to keep you posted from time Yours very truly,

Mansfield, Pa., July 24, 1897. Editor THE BILLBOARD, Cincinnati. O.

Dear Sir-We had intended writing you before his in relation to advertising matters in Mansfield, but work has claimed all our attention; owever, will try and send you a few items.

During the past sixty days we have been kept busy. We have built 210 feet of new boards, all of planed and matched lumber, ten feet high; have painted 2,500 square feet of bul letin work, posted 125 sheets for Sells Bros, and Forepaugh's circus, which pitched their tents in Elmira: had Bob Hunting's one-ring railroad show with us on May 29th. They are gentleme to do business with; they put up 720 sheets of paper on our boards, and they drew fair houses afternoon and evening and gave the people a first-class exhibition.

Our line of local work has been pretty good, considering the times, but our outside commercial work has fell far behind our expectati Have tacked 340 water-proof signs for Mansfield Foundry (local), posted one-sheets and tacked signs for Coca-Cola, tacked wooden fence signs for Deering harvesting machinery, posted three sheets and tacked water-proof signs for Rochester bicycles (local), posted one and four sheets and distributed folders for Syrup of Figs, posted one-sheets and distributed booklets for Dr. Harter Medicine Co., Dayton, O.; posted 100 one sheets for Normal Lecture Committee (local), posted so one-sheets (clothing) for L. Preger ourg, Pa.; posted 50 two sheets (flour ad) fo Mitchell & Sons, Blossburg: also, 75 one-sheets for N. R. Mitchell, Blossburg: distributed and posted to one-sheets (hats) for Shepard & Schip-(local); distributed 1,500 circulars (sp ial sale) for H. H. Roberts, Blossburg; also dis tributed 1,500 circulars for D. S. Andrus & Co. music house, Blossburg; made three house-tohouse distributions for Dr. Miles' Medical Co., Fikhart, Ind., of 2,000 each, and delivered druggists' packages; distributed 6,000 booklets for on Medical Institute, Chicago, Ill; distributed 10,500 circulars for Mitchell's Novelty Plaster Works, Lowell, Mass; distributed 1,000 copies Mansfield News for Dr. David Kennedy Corporation, Rondout, N. Y.; distributed book ets (Old Oaken Bucket) for Dr. Kilmer & Co. Binghamton, N Y .: posted 20-sheet stands for

Mansfield Bakery (local); also renewed the 24

(these are great stands, the 24-sheet the greatest

we ever saw); posted 3-sheets for "Gillies Cof

fees," through local firm; posted 1-sheet cloth-

Pa : tacked 387 fence signs for W. A. Pitts & Co

Opera House; posted I sheets for Pillsbury's

Flour; posted 50 I-sheets and 10 S sheets for Armorside Corset, for Pitts, Judge & Co. (local),

and are now at work putting up to 24-sheet

distributed about 4,500 circulars for other local

local); have posted 500 sheets for Mansfield

ing and 1-sheet hat for M. C. Blair, Blos

and 48-sheet stands for Alcock's Porous Plasters

If we could get the same encouragement from the outside advertisers that our local people are giving us, we could soon have a cou tising business second to none. With our Sol-Reunion (three days) and four County Fairs coming on around us, including our own, it looks as though we would be fairly busy for the next two months. Our fair, held the last week in September, commencing September 21. nually, offers inducements to advertisers seldom excelled in a country town, and we trust the outside large advertisers will s e fit to avail themselves of the opportunity. We are at all of our service to check us up at any time. We ing throughout the land, and am sure it will

bring good results. THE BILLBOARD offers unusual advantage to its patrons, and every bill poster in the country ld reciprocate by giving it patronage.

Yours respectfully, THE W. D. HUSTED ADV. Co.

Indianapolis, Ind., August 13, 1897. Editor THE BILLROARD

Cincinnati. O. Dear Sir-Since last writing business has been xcellent with me, except during the past two weeks, when it has only been fair. Taken as a however, it has been much better than a the same time last year. Am working now on Butterick Pattern sheets, and have 30,000 books for Dr. Hobbs' Remedies to distribute next. Fu-

ture prospects for a heavy fall trade are fine.

lately. Mail Pouch Tobacco people are here with several wagons, and their men are doing some good house-to-house work, so far as we have seen. Samples of "Grain-O" and "Allen" Foot-Ease" have been distributed here during the past month, and the work has been very poorly done, especially the "Grain-O."

We tacked 168 signs for the Hoffman Drug Co. Rochelle, N. Y., advertising their "Hoffman's Headache Powders." during the latter part of last May. Their representative "Dr." Miles, agreed to allow us \$2 50 for the work and O. K'd the bill, and promised a prompt remit-tance. He wanted the work hurried up, which we did for him, and were out \$2.00 in putting the signs up. Since that we have spent more than the remaining fifty cents in trying to get a remittance or a reply from them. July 23d we drew on them, and same has been returned to us unnaid and refused. It is not the amount involved that we are kicking about, but the little unprincipled act of these people who term nselves "The Hoffman Drug Co," who also do business under the name of Haves & Morse We would warn all distributors and others to get their pay first from these people.

Yours very truly, GEO. W. VANSYCKLE.

Purely Personal. This department this month is crowded out by the demands made upon our space by the account of the I. A of D. convention. The BILL-BOARD desires to acknowledge the visit of the delegates to the convention, who called on the editor in a body —— The Post of Cincinnati was much elated over Steinbrenner's re-election and dwelt at great length on the fact that he was the only one of last year's officers elected -- Will A. Molton is now a member of the I A. of D., and an enthusiastic one at that. It is a good thing both for Mr. Molton and the I. A. of D. ——Much disappointment was manifested over the absence of Lefebvre and Clough.

DISPLAY ADVERTISING.

Under the above title a new journal advocating bill posting made its appearance on August 1st. It is published by Mr. Edward A. Stahlbrodt from offices in the Cable Building, New York City. Mr. J. L. Hoff is editor. The subscription price is \$1.00 per year. The field is big and there is plenty of room for the newcomer. We bespeak for it a long and useful career. Bill posters generally should give it their immediate support, for papers are like solicitors, they create business and it is impossible to have too many of

Stilwell vs. Siebe & Green.

Under date of July 16th The Telegram of Oakland, Cal., has the following:

There is promise of a battle royal in the courts between Al. W. Stilwell, the well-known Oakland bill poster, and the firm of Siebe & Green, who recently acquired Stilwell's interest in the bill posting business.

According to Stilwell he has not received the treatment he expected from Siebe & Green, and he is only awaiting the return of his attorney, George De Golia, to enforce his claims against the

Al. Stilwell is not only known locally, but he has a wide acquaintanceship throughout the United States. It is about eighteen years ago that Stilwell and father acquired a monopoly of the bill posting business in Oakland. As the city grew in population the bill posting business here acquired importance and became a valuable industry.

Something over a year ago a new Richmond appeared in the field in the firm of Belasco & Co., whose venture as rivals to Stilwell was purchased by the firm of Siebe & Green. Of the latter firm, the first named is a son of Assessor John Siebe, of San Francisco, and is reputed to be "well fixed" financially. His firm also operates in San Francisco.

Last winter Siebe & Green began the construction of huge billboards in Oakland, many of them twenty feet high. Stilwell had maintained his boards at a height of twelve feet. The opposition seemed to stagger Stilwell, for he incorporated his business, getting James Deane to take stock and become an active man in the company.

A little over a month ago Stilwell made deal by which he transferred all his business, including billboards, wagons, etc., to the firm of Siebe & Green.

It was given out at the time that Stilwell was to be the local man of affairs of the company. He now states that he has a five years' contract under which he was to be employed by Siebe & Green at a stated salary of so much per month. In a cordance with that contract Stilwell says he turned over everything to Siebe & Green.

A few days ago the firm informed him he says, that owing to dull times they could not use his services any longer.

Now Stilwell proposes to find out where he is at and what is to become of his billboards, wagons, etc. Stilwell's business a few years ago was considered good for a net profit of from \$3,500 to \$4,000



Give Me Your Bill Posting:::

AND SAVE TIME SAVE TROUBLE SAVE EXPENSE

I can place you throughout the entire United States, or in any section, promptly, cheaply and well.

Sam W. Hoke

Long-Distance Bill Poster,

107 W. 28th St., New York.

A GREAT CONVENTION.

The International Association of Distributors.

Stenographic Report of the Proceedings.— Much Interest Manifested.—New Officers Elected. Etc.

Cincinnati, Ohio, July 22, 1897.
The International Association of Distributors, in convention assembled at Hotel Emery, Cincinnati, O., was called to order by Third Vice President W. H. Case, of Ft. Wayne. Ind., at 2:30 P. M., President Clough, of Chicago, being absent. Mr. J. T. Hudson, of Pittsburg, Pa., was appointed by the Chair to act as First Vice-President.

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10	James	Donaldso		Ithaca	Mich.
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	W H.	Case		.Ft. Wayı	ie, Ind.
	J A.C	lough	•••••	Chica	go, Ill.
	J. L	Reall		Sioux C	ity, Ia.
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ν,	н Е	Root		Laram	e. Wis
	M. T.	Dillon		Norm	al, Ills.
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	C R.	Gibson		Salamanca	, N. Y.
	R. S. I	Douglas		Memphis	Tenn.
	G. N.	Bowen	es & Son	Iron	ton, O.
	Shelto	n McMur	ryB	irming) a	m, Ala.
	Josepl	h Reid		Kansas Ci	ty. Mo.
	Jas. A	. Wallace.		Lockpor	N. Y.
	Geo. C	astner		Syracus	N Y.
	Charle	s Murry	5mith	Brantion	rd. Ont.
	Frank	E. Gero.		.Hammor	d, Ind.
	E. T.	Heverin		Louisvi	le. Ky:
	Wm.	W. Kerr	N	Auburi Iew Alban	I. N. Y.
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	A. Nic	olai		Clini	on, Ill.
	Harry	W. Marv	n	an Antoni	o. Tex.
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	Twin	Cities Dis	t. Agenc	yPittsbu	irg, Pa.
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	Curra	n Bil! Pos	ing Co	Colorad	o Spgs.
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	w. o.	Henry		.Alexand	er. Ind.
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C T Crippen	Athens_O.
T W Sabichi	Los Angeles Cal.
Joseph A Quinn	Victor, Col.
Walter A Divon	Milwaukee, Wis.
	Pottstown, Pa.
O P Fairchild & C	oCovington, Ky.
G H Otting & Son	Newbort, Ky.
	Lancaster, O.
	Watertown, Wis.
N F Wormen	Allentown, Pa.
H H Typer	Springfield, O.
Will A Molton	Cleveland, O.
Will A Molton	Toledo, O.
Will A Molton	Buffalo, N. Y.
Will A Molton	Akron, O.
Herbert Smith	Elizabethtown, Tenn.
	Portland, Me.
A D Stiles	Iron Mountain, Mich.
11. D. GLILG	.IIOH MOHIUMIN, MICE

The minutes of the last meeting were then read by the Secretary.

Moved by J. L. Hill. of Nashville, seconded by Mr. R. S. Douglas, that the minutes as read be approved. Carried.

Secretary Steinbrenner then read the annual report of President J. A. Clough, who had sent a written statement.

The report of the Secretary-Treasurer was then read by the Secretary, which was as follows:

secretary Steinbrenner then read the annual report of President J. A. Clough, who had sent a written statement.

The report of the Secretary-Treasurer was then read by the Secretary, which was as follows: ANNUAL, REPORT OF W. H. STEINBREN-MINGLA, REPORT OF W. H. STEINBREN-MINGLA, REPORT OF THE INTERNATIONAL, ASSOCIATION OF DISTRIBUTORS, FOR THE YEAR ENDING JULY 14, 1897.

The International Association of Distributors started with a membership of 212 members that were taken in from the old association. During the year we have received 62 new members at 3 apiece, making a total of \$28 we have received for membership. We have lost during the year we have received 62 new members at 3 apiece, making a total of \$28 we have received for membership. We have lost during the year was \$52.61, of which \$200.66 has been paid as follows: for advertising \$128 50, of which \$43.50 has been paid, leaving a balance due of \$55; for printing circulars, letter heads, envelopes, bluk letter forms, for making cuts for letter heads and tackers and electros, receipt books, invitations to advertisers, constitution and by-laws, membership certificates and seals, \$159 75. of which \$88 has been paid, leaving a balance due of \$71.75; lames L. Hill, of Nashville, Tenn., Soliciting Secretary, for stenographer and postage, \$97.60, of which \$4.50 has been paid, leaving a balance due M. Hill \$13, 10; J. A. Clough, of Chicago, for postage and printing, \$12 64; H. M. Hea'ev, for stationery and books, \$7.75; Thomas Kain, of Middletown, N. Y., \$7.50 for advertising in the Distributor. \$17.50 of which \$15,40 has been paid, leaving a balance due M. Hill \$13, 10; J. A. Clough, of Chicago, for postage and printing, \$12 64; H. M. Hea'ev, for stationery and books, \$5.75; Thomas Kain, of Middletown, N. Y., \$17.50 for advertising in the Distributor, \$17.50 of which \$55,00 for advertising in the Distributor, \$17.50 of which \$15,00 has been paid, leaving a balance due from remembers of the Association and a balance due for the paid of the paid of the paid of t

tiser.

Quite a number of the members have also neglected to furnish me with the proper information as to the number of population, the amount of advertising matter required to cover their territory and their prices for doing the work.

I am not making these statements as complaints, but simply to show you something of the class of surroundings with which I have had to contend.

plaints, but simply to show you something of the class of surroundings with which I have had to contend.

During the year I have collected and compiled the names and addresses of something over 1.000 advertisers. From time to time, I have found that some of these names were of persons of firms that were not calculated to do us any good and have always dropped such from future lists.

Some weeks since I began the work of preparing a new and more reliable list of names and addresses of advertisers, which I had hoped to have completed for the members by the date of this meeting, but owing to the fact that some of the members have as yet neglected to reply to my letters asking for any additional names that they may have, the list is still incomplete. I hope, however, to receive the remainder of the necessary letters in a very few days.

I have for the three months just past been in correspondence with several large advertisers, who seem very favorably impressed with our methods of doing work, and who have requested that I forward revised lists of the names and addresses of our members from time to time as we add new ones. During the last month I have sent out no lists of members except upon special request.

The reason that I have witheld the lists is that

dresses of our members from time to time as we add new ones. During the last month I have sent out no lists of members except upon special request.

The reason that I have witheld the lists is that I felt sure that with a judicious advertising of the proceedings of this meeting we should be able to almost or quite double our membership during the next thirty or sixty days, and I have found that a large list makes a much better impression on the mind of the average advertiser than a small list. Another reason was the fact that almost all of the large advertisers are doing very little, if any, advertising just now, and I am of the opinion that a list will be very much more effective forty or fifty days from this time than it would be at this time.

I am by no means discouraged with the work we have done or the progress we have made, and I do not know of a single member that is discouraged, where they have taken the trouble and time to give the standing of the Association an investigation. I am free to say that I have taken the trouble to look quite closely into the workings and successes of all of the associations of distributors that have been organized during the past five years, and among them all I have found none that had or has the promising the past five years, and among them all I have found none that had or has the promising the past five years, and among them all I have found none that had or has the promising the past five years, and among them all I have found none that had or has the promising the past five years, and among them all I have found none that had or has the promising the past five years, and among them all I have found none that had or has the promising the past five years, and among them all I have found none that had or has the promising the past five years, and among them all I have found none that had or has the promising the past five years and help us is the support we have lately met at the hands of five five year of their work. Another item which has done no little to encourage a

During the year I have received through our secretary-treasurer \$64.50. During the same time I have spent for the office a total of \$97.60. leaving a balance spent of my own money of

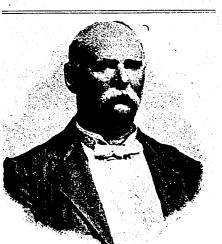
leaving a mainte spent of the s

Steinbrenner, that the report as read be adopted. Carried,
Report of Executive Committee was included in the other reports.
The Convention then proceeded to the consideration of unfinished business.
Mr. Dobbins, of Richmond, Ind.—I believe there are some present who desire to apply for membership in this Association, and I think this matter should be acted upon.
Mr. Steinbrenner—When applications for membership are received we always investigate the standing of the applicants, and could not

rmished me with the name of a single adverter.

The strict of the members have also negated to furnish me with the proper luformation to the number of population, the amount of the third or the number of population, the amount of vertising matter required to cover their territy and their prices for doing the work.

I am not making these statements as containts, but simply te show you something of e class of surroundings with which I have found an angeling the statements as containts, but simply te show you something over loop certisers. From time to time, I have found at some of these names were of persons of ms that were not calculated to do us any good of have always dropped such from future lists some weeks since I begu the worn of preparing a new and more reliable list of names and discusses of advertisers, which I had hoped by completed for the member fact that some is meeting, but will specify the strict of the strict of



IOSEPH REID.

Of Kansas City, Mo., elected President of The

town for two dollars a thousand. Then for 10,000 extras, notwithstanding the fact that these would be distributed throughout the suburbs, they will offer to bunch the whole lot for one dollar and seventy-five cents. Therefore, I think that some action should be taken in this

think that some action should be taken in this matter.

Mr. Steinbrenner—It is not often that I state my prices, but I wish to state that for distribution from house to house I receive one dollar and a half a thousand, and I do not give the advertiser any inducements for a few extra thousands. I charge one dollar and a half a thousand for working the centers, and when I work the suburbs, where my men put out probably 800 pieces at the best, I have made enough in the city distribution to come out all right on the suburbs. Down in the city, where we have apartment houses, I can put out about 1,500 to the man, 80 you can see about where I come out. Mr. Douglass, of Memphis, Tenn.—As some one said about the tariff. I think this is a local issue. In Atlantic City I had a talk with Mr. Robi-on, of the American Bill Posting Company of Philadelphia, who said that he could distribute in his city (Philadelphia) for a dollar a thousand and make money. Anybody who is acquainted with the plan of that city will agree with him as there is no house with a front yard in the whole city. I charge a dollar and a half a thousand for about 15,000 pieces, which will cover Memphis, and for the suburbs I charge two dollars. Would like to have two dollars and a half for the suburbs, but circumstances are such that I cannot ask it. I think every member should be governed by the circumstances are such that I cannot ask it. I think every member should be governed by the circumstances are such that I cannot ask it. I think every member should be governed by the circumstances are such that I cannot ask it. I think every member should be governed by the circumstances existing in his own town, and not by any ironclad rule of the Association, which has no business to meddle with prices.

Mr. Pairchild—I should like to ask what this Association is for. Some definite stand should

THE BILLBOARD

ISAAC MONK.

Mr. Steinbrenner—We have a case here which it will be necessary for the Executive Committee to consider before we proceed further. There are present two gentlemen from Dayton, Ohio, one who is already a member of the Association, and the other is desirous of becoming a member, and as our by-laws admit of only one member from a city, this matter will have to be decided by the Executive Committee.

Motion put by Mr. Hill and seconded by Mr. Tirrell. Carried.

The report of the Executive Committee as to the admission of new applicants was to the effect that Messrs. Fairchild, of 'ovington, Ky; G. H. Olting & Son, of Newport, Ky, and Mr. Tiner, of Springfield. Ohio (their standing having been vonched for), had been accepted as full-fledged members.

Moved by Mr. Douglass, seconded by Mr. Hudson that this report be accepted. Carried Mr. Douglass—In behalf of the committee appointed a few minutes ago to discuss a scale of prices, I would say that since that time one of our very best members has said to me that if s ch a scale were established by this Association, and made to apply to contracts he is now filling, he would be compelled to withdraw from this organization. Another member told me he could not be bound by any such scale of prices. Therefore, I move that this question of arranging a scale of prices be laid on the table for one year.

certainly be taken. Look at the Bill Posters' Association, which advanced the price of posting from three cents to seven cents in a town like mine, and we are obliged to do the work for no less. We can charge more, but not less. I thought you surely had some established price for your work, just as a merchant who sells goods. In my opinion, you should fix upon a minimum price, and then obtain more if pos-

shle.

Mr Geo. W. Vansyckle, of Indianapolis—I fully concur with Mr. Fairchild in that this Association should determine upon a minimum price, below which no distributor who is a member of this organization should contract for work. As for the objects of this Association, its influence has altready been felt. We are obtaining the confidence of advertisers on every hand. In the first place, by guaranteed service, so that no one shall be able to say that the work done by members of this Association is inferior or inefficient. Each individual member of this Association should at rive to establish this standard among advertisers. Again, the very fact of our assembling here to discuss these matters is a very good thing. Other objects of this organization will develop as the meeting progresses.

Mr. Fairchild—I know this organization has done good—know it personally—and I believe it is a great and good institution. I think we ought to win the confidence of these advertisers. They want good service and that is what we ought to win the confidence of these advertisers. They want good service and that is what we ought to give them. I used to belong to the Old Original Bill Posters' Association. I attended many meetings, but as so many of the members went merely to drink and carouse, I withdrew and cea-ed paying dies. A bill poster can and should be as respectable a any other business man We should endeavor to win the confidence of the prominent meetion lime, such as Dr. Miles and the arrasparilla people, for if you once get their work and perform it satisfactorily, you will get it again. I have found that out the prominent meeting has a proper of the prominent meeting the prominent meeting the prominent meeting and the same proper in the prominent meeting the prominent of the bill some proper in the proper in the proper

rectly satisfied with my work. I think a scale of prices could be fixed as in the bill posting business.

Mr. Reid, of Kansas City—My work of distributing in Kansas City would not affect this Association if I did it for a dollar or a dime. There is no competition in my city, and I am the only member of this organization that can be there while I behave myself. Distribution there had been very poor when I took up the business, about four months ago. Matter had been thrown into the river and sewers and prices had ranged from forty cents to a dollar a thousand. People are very closely settled there in some districts, such as railroad and shop people, and I can put out 35,000 pieces a day, for I have been right along with the men and did it. In the outskirts from 5500 pieces only can be distributed by one man daily. My proposition to advertisers is this: I will distribute from 50,000 to 40,000 pieces in the down-town districts for one dollar and a half, other territory for one dollar and a half other territory for one dollar and seventy-five cents, but no matter how much matter is sent to me I never put any out for less than one dollar and a half, other territory for one dollar and seventy-five cents, which really gives me two dollars for the outlying territory. My price wouldn't affect another man in the United States. I don't think, to use a slang phrase, we ought to "monkey" with prices at all. In regard to local merchants, I would say, let us first try to secure the patronage of the prominent medicine men and then look after the home people. It was an uphill business to get Dr. Miles' work, but he is now willing to pay me my price, and each individual member of this Association should strive to make the advertiser know that our service is worth the money he asks for it.

Mr. Hill, of Nashville—I am glad to listen to all this discussion, but it seems to me that this

matter properly belongs to the Committee on the Constitution and By-Laws. It is the duty of our secretary to reach out and get new members. I have had advertisers write me, saying they would be glad to have me do their work, as every member of this Association who had served them had given perfect satisfaction, but there are numerous towns in which you have no members, so I think we should make an effort to increase our membership and guarantee advertisers good service. This would lead to cooperation among members, as we could refer our patrons to members of this organization in other cities, and in this wise would greatly assist one another.

Mr. Dolbins--Mr. President, I wish to withdraw my motion. I move that a committee be appointed to arrange a scale of prices for different cities, and authorized to report at some future time

Seconded by Mr. Hudson. Carried

President—I appoint on that committeeMessrs.

Douglass, Reid and Fairchild.

Mr. Reid—In behalf of applicants for membership, I would suggest that we susp nd the rules and submit their names to the Executive Committee for acceptance.

Mr. Hill—I move that we suspend the rules and refer the members under consideration to the Executive Committee for acceptance.

Seconded by Mr. Tirrell.

Mr. Steinbrenner—I would like to hear from the members on the guarantee fund. I think it would be a good idea to take a certain per cent of our dues and membership fee and deposit it as a guarantee fund.

Mr. Hill—Would not this question come under the con-ideration of the Constitution and By-Laws Committee? I think an item of new business belongs here. There are some members here who have not paid their dues.

Mr. Reid—If this question is to be referred to the Committee on the Constitution and By-Laws, they certainly could not intelligently discuss the matter before it had been considered here. They should be governed by the sense of this meeting, not by their own views, and, therefore, I should like to hear the question discussed

President—According to the constitution, it is the duty of the Executive Committee to take action in reference to delinquent members, and it is not necessary to assign that work to a new committee.

Mr. McConnon, of Dayton, O.—I think our by-

Is not necessary to many committee.

Mr. McConnon, of Dayton, O.—I think our by-laws provide for this emergency in Article IV., Section 3. (Reads same.) Also Section 4. (Reads Mr. Reid—Then the Executive Committee must notify him of his suspension. The law is very plain, and there is no necessity for an extra committee.

tion. I think I joined the organization more for the purpose of belonging to some organization that would give national distributors some satisfaction. I would be willing to put up fifty dollars, if necessary, as a guarantee that I will render good service. It is pretty hard for those here to guarantee what those who are not here will de. Anotherthing, Who is going to decide whether service rendered is good or not? If it were known that Dr. Miles was satisfied with my work, I could secure all the work my men could do. I would like to hear from some of the other members in this respect.

Mr. Case—I recall a case at Munice. Dr. Kilmer had had some distributing done at Munice, and a druggist sent him a complaint that the work had not been properly done—had been wasted and thrown into sewers. Dr. Kilmer requested me to investigate the matter. I asked the druggist to send on his proofs and to substantiate his statement with a sworn affidavit. In about a week he wrote me that he had been mistaken, and begged the pardon of the Association, also apologized to the member of the Association, also apologized to the member of the Association at Muncie, and was very sorry tha we had been caused any trouble.

Mr. Hudson, of Pittsburg—Article X. cove this matter perfectly. (Reads same.) Now, M Steinbrenner and Mr. Hill advocate that instead of this money being paid out of the treasury or general funds of the Association, that a special fund be created for the purpose of meeting any such emergency. I don't like this idea, as it would seem to say to advertisers that they are going to get some bad service from some of our members, and, therefore, I think it should be paid out of the general fund, as provided.

Mr. Fairchild—Some of those agents who travel over the country are not angels, though some of them are very nice gentlemen. I never had any trouble with any of them, but I know has a tin for you and sets up a job on you, then the members of this Association would have this to pay for. I know how these things go, for I have a committee.

President—As I look at it, if there are any

Mr. Reid—Then that is all right. Just let the secretary have the name of the firm.

Mr Dobbins—I would like to make a suggestion here as to a member being allowed to control a whole county. I think a member should be limited to a city only, as a county is too much territory, thus depriving the Association of other members.

President—That question will be covered by the committee on the Constitution and By-Laws.

Mr. Dobbins—Then I think that this committees should be instructed to provide that a member cannot control more than one city.

Mr. Reid—The by-laws provide that every man who has a membership in this Association, and who pays a per capita tax, is entitled to the territory so paid for. I so understand it, and I have reported my territory in just that way, believing I was compelled to do so in order to prevent competition in my town. I am in three counties and two states. I represent Jackson and Clay counties, Missouri, and Wyandotte county, Kansas, and pay a tax accordingly. I would be perfectly willing to surrender Wyandotte county to avoid paying my tax.

Mr. Steinbrenuer—When an application for membership comes in, it is referred to the member controlling that county, and it rests with that member whether the application is granted or not.

Mr. Hill—We are an organization with one

ber controlling that county, and it rests with that member whether the application is granted or not.

Mr. Hill—We are an organization with one president, three vice-presidents, a secretary-treasurer, a soliciting secretary and three members of the executive committee. There are three officers present, and I therefore move that we suspend the rules and proceed to the election of officers.

Seconded by Mr. Douglass.

Mr. Reid—It does not seem wise to me to force this question this afternoon. We want to add to our membership I wanted to say more about this guarantee lund, too. This matter is provided for by the by-laws, and there is certainly no necessity for improvement. The only question is: Where shall the money come from, since the treasury is not sufficient to pay the expenses? Therefore, we need more money. There is no reason why such bills as Dr Miles' should not be paid out of the common fund, but how shall we get it in this fund? By special effort? By a new clause? By no means. The constitution provides for an increase of the funds by a per capita assessment.

Motion by Mr. Hill and seconded by Mr Douglass. Carried.

Mr. Reid—Gentlemen, I am something of a

Motion by Mr. Hill and seconded by Mr Douglass. Carried.

Mr. Reid—Gentlemen, I am something of a politician, and I object to this proceeding. Some of these gentlemen have come here expecting to get an office. They want a little time to look around. I haven't been consulted yet as to the election of officers, and I think I ought to have some show.

Mr. Hul-I am sure that the gentleman I have in mind for our next president has convinced those here of his ability to-day. I think we would all feel proud of him, and I take pleasure in nominating for president Mr. Reid, of Kansas City.

Seconded by Mr. Case.

Mr. Reid—I certainly have the right to the floor now. You are making a great mistake, gentlemen. I am not a distributor. I know nothing about the business except what I have learned during the past three montus, and as I

members under suspension at the present time, it is the duty of the Executive Committee to notify them.

Mr. Tirrell—Mr. Steinbrenner, we would like to have you advise us further in regard to that guarantee fund.

Mr. Steinbrenner—I think we should have a definite deposit, so in case we should need to pay out any money we would have it on hand. I believe it would be a good idea to set aside a certain per cent of our income, allowing it to accumulate for this purpose. Ten per cent would be sufficient. Then, in case of any emergency, we would have the money to make good our guarantee provided by our by-laws. Take Dr. Miles' case, for instance. The Association will have about 5,0.0 pieces to pay for. We ran up against it in Cripple Creek, where we had as references the chief of police, a justice of the peace and the city clerk. It seems that Mc. Laughlin had written Dr. Miles that he had lost his voucher, and I think they sent him a duplicate. When the work was done, McLaughlin sent in the original and another party sent in the duplicate, thus showing that there was something wrong. It had also been found out through Mr Kenna that McLaughlin had been in jail. I have nothing further to say in reference to this fund, except that I really think we ought to set aside a certain per cent of our receipts for such cases.

Mr. Douglass—I consider this one of the most important subjects to come before this Associa-

members under suspension at the present time, it is the duty of the Executive Committee to no-

cannot teach men anything except what I glean from the fields as I go along. I feel as though I would be an intruder. For two or three weeks I have been thinking I would have something to say about the selection of a president, and, inas-

say about the selection of a president, and, juasmuch, as the nominations were not closed. I
place in nomination a man who has earned such
reward at your hands—Mr. W. H. Case. You
would make a great mistake by placing me in
this position. I am too old. You want a young,
active, industrious, hustling young man for this
office, and I must certainly beg to be excused.
Mr. Case—I know that it is the sense of each
individual member present here to-day that Mr.
Reid is the man we want—the man we need.
Therefore, I move the nominations be closed,
and that Mr Reid be elected by acclamation.
Mr. Reid—You are hasty. No notice of this
election occurring this afternoon has been given,
and I don't approve of it. Mr. Case is getting
along nicely. It is no fault of his if he can't
make his pencil talk. He has earned the title
of president, and I think he should be rewarded
by elevating him to this position. I will admit
that I wanted him for corresponding secretary or president, and I think he should be rewarded by elevating him to this position. I will admit that I wanted him for corresponding secretary, but I think he would make an efficient presi-

but I think he would make an efficient president, and I again ask to be excused.

Mr. Otting—We all like Mr. Case—appreciate the hard work he has done the past year—but as you are a new comer into the fold we think you ought to be put to work. I, therefore, again move that the nominations be closed and Mr. Reid be elected by acclamation.

Seconded by Mr. Hudson. Carried

Moved and seconded to adjourn till 9 a. M.

le ve the matter with you, gentlemen, and hope you will give me your aid, and I will do the best I can. (Applause) Mr Steinbrenner—As I have taken note of

minate Mr Case. Mr Hudson—I second Mr. Case's nomination. Mr. Vansyckle—I beg to withdraw my name. Mr. Steinbrenner—I think Mr. Vansyckle is

the man for that position. He is better known to the advertisers, has a reputation for good work and his influence will do us a great deal of

President—I said all I could yesterday in behalf of Mr. Case, but now I want to speak for Mr. Vausyckle About six months ago there was thrown into my dooryard a little paper entitled "Cheerful Moments." I wasn't very cheerful those days, having just met with a little political disappointment, and as I was doing a great deal of reading, I picked up this "Cheerful Moments," and glancing over it I discovered an article on distributing. I had been in charge of the Republican committee—I am giving away my politics—and had handled about 16 000 pounds of literature, which I had distributed to their entire satisfaction without any expense at all—I presume that is where their supreme satisfaction came in Prior to that time I had been in the employ of the street department for three years, and had unearthed all kinds of packages which had been thrown into sewers, under bridges and along sidewalks. So when I noticed Mr. Vansyckle's name it connection with this article, I wrote him for information. He replied very kindly instructing me as well as he could and I concluded to become a member of this Association. His reputation as a distributor is good, he is a hustier, a man competent to go up against these prominent medicine men, and I think he would be a very desirable person for that position, as he is a young man and right to the front.

Moved by Mr. Hudson that the nominations be closed.

Seconded by Mr. Douglass.

Mr. Hitl—Vesterday there was a discussion among some of the members as to the advisability of using proxies. The election of our president by acclamation necessitates a discussion on this subject, and if we are going to do away with the use of proxies, now is the time to take the matter up.

President—The question is eligible, and one that should be decided now.

Mr. Douglass—I think that probably I am responsible for the raising of this question. I do not think that Messrs. Hill. Case or Steinbrenner, who hold the principal proxies, have any idea of doing anything deceptive, nor do I intend my remarks as a r Seconded to adjourn till 9 A. M. Friday.

Cincinnati, Ohio, July 23, 1897.

Convention assembled at 10 A. M., Mr. Strinbrenner presiding.

Mr. Hudson—I move that a committee of three be appointed to install Mr. Reid as president. Seconded by Mr. Hill. Carried.

Chair appointed Messrs. Hudson, Hill and Vansyckle to constitute this committee.

President Reid—Gentlemen and members of the International Association of Distributors: Though I believe that the word "brother" does not occur in our constitution and by-laws, yet I do not consider that term too endearing. But you all doubtless know that there is one closer than a brother—a friend—one who can always be relied upon, or he is not a friend, and while we have banded ourselves together for a business purpose, friendship should not be forgotten. The word friendship means more to me, perhaps, than to many others. I have lived since 1813, and my life has been more or less transient. While I was born in and grew up in the good old State of Ohio—whose people are always in demand, though I made strenuous objections yesterday—I am a Missourian, from old Missouri, one of the best states on the continent to-day, a state that is unsarpassed in its agricultural and mineral productions—But I would say more on the subject of friendship. I think each and every member the faces of his fellow members, and when any member writes to any one of us for information. no matter how crude the letter may be, we should not be so selfish but that we should be willing to reply to it. As to the objects of this Association, I want to say that I give this organization full credit for the standing I have gained with advertisers. We should elevate our calling. Labor is not degrading, but elevating, and carries with it certain thoughts that are calculated to elevate a man in his own estimation, that makes him independent, and we should fill all our contracts in good faith. We should all work to this end, and if we do, then each member is helped thereby in the same proportion. Though I strenuousl who have incurred all this trouble and expense to allow some member who has not taken this trouble the privilege of a vote by proxy. There is nothing in the constitution or by-laws to prohibit proxies, but it is a question that we must decide. I do not believe it is right, and in other conventions it is not usual for proxies to be voted unless so specified by the constitution and bydecide. I do not believe it is right, and in other conventions it is not usual for proxies to be voted unless so specified by the constitution and bylaws. Two or three persons might hold a sufficient number of proxies to control the convention, and I don't believe in anything of the kind. For the purpose of bringing this thing to a head. I move that the members present cast the votes for the offi ers of this Association. Seconded by Mr. Hill.

President—The question is open for discussion. I would like to have the views of those present. Mr. Hill—I am more than willing to not vote the proxies that I hold. The people who sent them are under just as great obligations to be present at this convention and assist in attending to its duties as those present. But there is an article in our constitution that they shall be recognized when accompanied by instructions. We could get around that by a resolution, but as a majority of those prexies are unaccompanied by instructions that will be unnecessary.

Mr. Steinbrenner—I hold some proxies, but I do not think it proper to vote them. As Mr Douglass said, it would look too much like a machine. If a member wants to vote let him come here, as we have done. If he is not here, he ought not to be represented. A few of us have almost enough proxies to make a combination and elect whom we desire, irrespective of those present, and, therefore, I think it would be proper to drop the proxies.

Mr. Case—I hold two provies from two of the members most recently admitted to the Association, but I, am perfectly willing to withdraw them.

Mr. Groves—Those who have taken the time

tion, but I,am perfectly willing to withdraw them.

Mr. Groves—Those who have taken the time and trouble of coming here should be the ones to decide this matter.

Motion made by Mr. Douglass, seconded by Mr. Hill. Carried unanimously.

Fresident—There is more or less objection to that decision, and I am afraid I will hear from this. Those people who have sent proxies may feel that they have been thwarted. If they paid their dues they may be seriously disappointed in not being allowed to vote by proxy, and you may find it necessary to enter into full explanations with them as to why it was done, and they may decide to pay no more dues and withdraw from the organization.

Mr. Douglass—Our election by acclamation yesterday broke those in tructions, and those

decide to pay no more dues and withdraw from the organization.

Mr. Douglass—Our election by acclamation yesterday broke those in-tructions, and those nolding proxies could not now vote according to them. We recognized your pre-eminent fitness for the position you now occupy, and we elected you willingly. The proxies are now absolutely null and void

Mr. Steinbrenner—I should like to introduce to the convention Mr. Talbott, representing the California Fig Syrup Company.

Mr. Talbott was warmly greeted by all present.

Mr. Douglass—I move that the nominations be closed, and that we proceed to ballot for first vice-president.

Seconded by Mr. Hudson. Carried.

President—I appoint Messrs. Hudson and Dou, lass to assist the secretary as tellers in this election.

I can. (Applause)

Mr Steinbrenner—As I have taken note of the members present, we can dispense with the calling of the roll.

President—The election of officers being the last business before the convention last evening at the time of adjournment I presume it is the sense of this meeting that we proceed with that item of business, otherwise we will take up the regular order of business. Nominations for the first vice-pre-ilent are in order.

Mr Case—I nominate George W. Vansyckle, of Indianapolis, for first vice-president.

Mt. Hill—During the past year the person who has filled the office of third vice-president has made us a most efficient officer, and I think it only due him that he receive the office of first vice-president. He is a man that will do us more good than any other man present. I therefore nominate Mr Case.

Mr Hudson—I second Mr. Case's nomination.

election.
Mr. Steinbrenner announced that the result of
the ballot gave Mr. Vansyckle fifteen votes; opposition none
Mr. Vansyckle was declared first vice-presi-

Mr. Vansyckle was declared first vice-president.
Mr. Steinbrenner—I nominate for second vice-president Mr. Douglass
Mr. Douglass—I believe, with the exception of our secretary, I am the busiest member of the Association. It would be almost impossible for me to do justice to this position. Somebody who is nearer the center, who can control the advertising and secure this work is the man for

this office. I am very busy nine months of the year in attending to my own business, so I beg you will pass my name by.

Mr. Case—I nominate Mr. Hudson, of Pitts—

ourg
Seconded by Mr. Tirrell.
Mr. Dobbins—I move that the nominations be closed.

President—There are two nominations, gen-tlemen

Mr. Fairchild—Mr. Douglas: did not receive a second, so he is out of the race. Mr. Hudson is

second, so he is out of the race. Mr. Magazine the only man nominated.

Mr. Shannon—I move that the secretary be instructed to cast the entire vote for Mr. Hudson. Seconded by Mr. Case. Carried.

Mr. Hudson—I thank you for this honor, and will do what I can to elevate the Association.

Mr. Havnes, of Ironton, Ohio—I nominate Mr.

Mr Haynes, of Ironton, Uhio—I hominate Mr.
Douglass for third vice-president.
Seconded by Mr. Hudson
Mr. Dobbins—I move that the nominations be

closed.
Seconded by Mr. Hudson.
Mr. Groves—I move that the secretary be instructed to cast the entire vote of the association for Mr. Douglass as the third vice-president of this Association.
Seconded by Mr. Case. Carried.
Mr. Hudson—I nominate Mr. Steinbrenner for

secretary-treasurer.
Seconded by Mr. Case, who also moved that the nominations be closed and the election be

Seconded by Mr. Case, who also moved that the nominations be closed and the election be made unanimous,

Seconded by Mr. Tirrell. Carried.

Mr. Steinbrenner—I will try to do my best, as I have heretofore, and I have no doubt that we will make a success of this, if you will allow me to spend your money a little longer.

Mr. Hudson—I place in nomination for soliciting secretary Mr. Case.

Seconded by Mr. Shannon.

Mr. Douglass—I have no objection to Mr. Case.

but I think Mr. Hill has this work in hand, and I nominate Ar. J. L. Hill

Mr. Vansykcle—I want Mr. Case to have this position, as I think he is closer to the Association than any other man here, and has more time to attend to it.

Mr. Hudson—My reason for nominating Mr. Case is because I know what kind of work he has to do. Mr. Hill has had it for one year, and I think we ought to share it among us.

Mr. Groves—A great deal of work devolves upon the solicting secretary. Brother Hill has been burdened with it for one year, and he is probably willing to shift it on to some one else.

Mr. Case is well adapted to this work, and I think it proper to give it to him, if he has no objections. He will make a very efficient secretary, and I suggest that Mr. Case be elected to that position.

President—My experience with these gentle-

tary, and I suggest that Mr. Case be elected to that position.

President—My experience with these gentlemen marks them both No. I. I take pride in liking to have my own way about some things. We are not worth much it we don't As Sam Jones says, there is nothing that succeeds like success. I came here with the expectation of seeing Mr. Case elected president I told him and other members of this Association that the most important office in this organization is that of soliciting secretary. It requires the best material we have in this organization, somebody who knows how to take hold and do business with these people. I do not question Mr. Hill sfitness for the position, but I do know that Mr. Case is a holy terror when it comes to securing business. I have a personal feeling in regard to Mr. Case becoming our soliciting secretary, but your order is my dinner. We are prepared to proceed with the balloting.

Mr. Dobbins—I move that the nominations be closed.

Mr. Dobbins—I move that the nominations be closed.

Seconded by Mr. Groves.

Election resulted in 104 votes being cast for Mr. Case. The secretary declared Mr Case elected soliciting secretary.

Mr. Case—Mr. President and gentlemen of the convention, I thank you kindly, and I will endeavor to fill the position to the best of my ability, if you will bear with me.

President—There is one member of the Executive Committee to be elected.

Mr. Hill—I may be establishing a precedent. but I should like to nominate Mr. Bridger, of Atlanta. I think he is a competent man for the position, so I nominate him for the member of the Executive Committee.

Seconded by Mr. Case, who also moved that the nominations be closed and the secretary instructed to cast the entire vote of the Association for Mr. Bridger.

Mr. Fairchild—I would suggest that, although Mr. Bridger is a most excellent man, yet I do not think it advisable to elect any one to a position who has not attenden this convention. I feel that a man who hasn't enough enterprise to attend should not be given an office.

Mr. Tirrell—I nominate Mr. Groves.

Mr. Tirrell—I nominate Mr. Groves.

Seconded by Mr Case.

Mr. Molton—I would like to place in nomina-

Seconded by Mr Hudson, who also moved that the nominations be closed.

Seconded by Mr Case.

Mr. Molton—I would like to place in nomination Mr. Tirrell, of Lima. Ohio.

Mr. Tirrell—I must ask to be excused, as I have all I can attend to looking after my own business and as secretary of the State Association. business and as trion.

President—Mr. Secretary, kindly explain the duties of the Executive Committee.

(Peade Article IX.) I would

President—Mr. Secretary, kindly explain the duties of the Executive Committee.

Mr. Steinbrenner—(Reads Article IX.) I would like to state that in receiving an application for membership, I have never referred it to the Executive Committee. I always investigate the applicant's standing, and then send in the membership certificate to the president. The Executive Committee has very little actual work, except where some matter has to be acted upon

tive Committee has very little actual work, except where some matter has to be acted upon. Nominees for member of Executive Committee before the convention were Messrs, Groves, Bridger and Tirrell. Ballot resulted in 58 votes for Mr. Groves, 26 for Mr. 1 irrell and 20 for Mr. Bridger. The secretary declared Mr. Groves

elected.

Mr. Groves—I am very much obliged, and if there is not very much to do I think I can fill the position first rate.

President—This completes the election of officers and carries us back to the regular order of business again. What is the pleasure of the con-

wention?

Mr. Hill—I move that a committee of three be appointed to consider the revision of the consti-tution and by-laws; also, that we adjourn till 1:30 this afternoon that this committee may go into

nis afternoon that the ession at once. ession at once. Seconded by Mr Steinbrenner. The president appointed Messrs, Hudson, Hill

The president appointed Messrs, Hudson, "Hill and Lobbins.

Mr Dobbins—I would cheerfully serve on this committee, but I would prefer to be excused. I want to go home at 4 o'clock, and it seems to me that in the compilation of the constitution and by-laws that only those who do this work exclusively should constitute the committee.

President—Perhaps you have just as much ability as any man belonging to the Association. The committee was appointed because of honesty and intelligence. You will be provided with all the practical information you desire, as the committee will be visited by the various members of the organization, and you will, therefore, be guided in your deliberations by the sense of the meeting. therefore, be guided in your deliberations by the sense of the meeting.

Mr. Groves—I would like to move that the

Mr. Groves—I would like to move that the Chair be placed on this committee.

President—I expect to be with the committee, so it is not necessary that I be a member of it.

Mr. Dobbins—I should consider it a favor if you would substitute another name for mine, as I wish to go home this afternoon.

President—I will appoint Mr. Case in place of Mr. Tobbins

Mr. Dobbins.
Adjourned till 1:30 P. M.

Convention reassembled at 1:30, but owing to the fact that the Committee on the Revision of the Constitution and By-Laws was in session the greater part of the afternoon, the convention adjourned till 6:30 P. M.

The evening session was called to order by President Read at 645.
Mr. Douglass moved that the constitution and by-laws, as revised, be read, and that all sections passed without objection should be considered approved, otherwise the objection should be raised at the time of the reading.

Seconded by Mr. Hill. Carrieu.
President—Mr. Hill will proceed with the reading of the constitution and by-laws.

Mr. Hill then read the articles in consecutive order.

Mr. Hill then read the articles in consecutive order.

Mr. Hill—I would suggest that the clause in "Objects of the Constitution" reterring to hanging of lithographs be stricken out, as that is not strictly within the province of distributors, although a distributor would not hesitate to hang lithographs if occasion required, yet that really belongs to bill posting, and should therefore be excluded-from this article.

Mr. Case—Although I think that little clause of sittle material importance, yet I move that if be omitted.

be omitted.
Seconded by Mr. Hudson. Carried.
Article IV., Section 3. Mr. Douglass—Ought we to take the chances of keeping a black list?
Mr. Hill—It was intended that this refer to a list of fraudulent advertisers kept by the soliciting secretary, not by the secretary, as it reads

Mr. Hill (after completion of reading)—I do not see that any provision has been made for the raising of funus except in the specific case of delinquent members. It seems to me that we should provide for such an emergency.

President—I hat reminds me that the section

referring to the employment of stenographers should be reconstructed, so as to refer to only one stenographer.

Mr. Steinbienner—I think it well to make a provision of the kind that Mr. Hill refers to, as

Mr. Steinbienner—I think it well to make a provision of the kind that Mr. Hill refers to, as some contingency not anticipated or torseen may arise, and we should be ready to meet it. The supplementary section added to Article X. is known as Section 7, and teads as follows: The Executive Committee shall be empowered to levy an assessment as may be deemed necessary to meet any emergency otherwise unprovided for in the constitution and by-laws."

Anoved by Mr. Dougiass that this section be adopted and incorporated in the constitution. Seconded by Mr. Case. Carried.

Mr. Groves—I move that the constitution and by-laws as read be adopted.

Seconded by Mr. Steinbrenner. Carried.

Mr. Hill—I trued very hard to have this convention at Nashville this year, and now I want to say to every member and every visitor that I should be glad to have you convene at Nashville at any time, and if you would be willing to put up with the fare for a few days that I put up with every day in the year, it should not cost you a cent.

Mr. Douglass—I would like to hear further about that guarantee fund. I think a provision ought to be made for an assessment on each member to provide for an emergency.

President—Provision has already been made under "Liabilities," empowering the Executive Committee to levy an assessment.

Mr. Groves—I move that we extend a vote of thanks to the officers of this Association for conducting the meeting in so efficient and official a manner, and for the good they have accompissed; also, to the various members who have succeeded in eurolling so many new members on our membership list.

Seconded by Mr. Otting. Carried,

succeeded in eurolling so many new members on our membership list.

Steonded by Mr. Otting. Carried.

Mr. Hudson—I move that a vote of thanks be extended to the Associated Press and the newspapers of this city for their kinaness in reporting our proceedings, as well as referring to our Association as a great and grand institution.

Mr. Steinbrenner—I would suggest that the motion embrace the managers of Coney Island and Chester Park; also Manager Hunt, of Hotel Emery.

Motion as amended seconded by Mr. Douglass. Carried.

irresident—We should like to hear further from Mr. Shannon, of Findlay, Ohio.
Mr. Shannon—I am very glad to have met with the Association, as these proceedings have taised it in my estimation, as I had known but little about the organization except through some little correspondence. I have picked up a good many pointers, and have no reeson to regret having become a member of the Association I want to see it grow and prosper, and come up to the high standard we are working lot.

ome up to the high standard we are working tor.

M. W. A. Molton, of Cleveland, O.—I assure you I am very much pleased with the Association. I expect to attend the next convention, and I assure you I shall do all I can to insure a larger attendance. I am in a position to help you, and I am going to do it. You are on the right path, you have the proper nerve and you cannot fail to succeed, and I will do all I can to inrther your intere ts.

M. Typer—Mr. President and members of the Association, I am glad to have met with you I used to attend the bill posters' conventions, which started out in good shape, and while there may have been some serious differences between us, yet I am ready to do my part toward the International Association of Distributors.

Mr. Haynes I have written to one firm in West Virginia time and time again for three

Mr. Haynes I have written to one firm in West Virginia time and time again for three years, with letters and testimonials, but we never received a line in response, and why it is Idon't know. In the three years that we have been in the distributing business we haven't made \$25. Although mentioned in Brother Hennegan's "Tips." yet we haven't received any henefit therefrom.

Mr. Groves-Everybody's business is in the same boat, but we must try again and keep everlasting yat it.

same boot, but we must try again and keep ever-lasting y at it.

Mr. Steinbrenner—I would like to say to Mr. Haynes that I have had some bitter experience, too. I came to Cincinnati a stranger, without money, and it was two years before I had a start. I made life miserable for some of those people, and after I received my first order I was all right. So I would advise you to keep right after those people. Spend a little money in ad-vertising.

after those people. Spend a little money in advertising.

Mr Hennegan—I would like to explain to Mr Haynes how those "Fips" are obtained. It is done in this wise: If Mr, Lefebyre, of Manchester, N. H., gets notice of distributing to be done he advises ur, and we place the names of those people in our "Tips" column, and we use no names of persons that are not reliable.

Mr. Steinbrenner—There is a firm in Chicago whose work I tred to secure for two years, and had given them up as no good, but when they were ready to have work done my name was known to them, and because of my persistence in writing them I secured the work.

Mr. Donaldson—In reference to the bond of our ser tary treasurer, I would say that I am prepaie! to sign it any time, and if I am not considered sufficient I can secure additional surety.

prepared to sight it ally time, and it I am not considered sufficient I can secure additional surety.

Presid int—Our constitution and by-laws make no provision as to who shall approve a bond. It is sometimes customary for the president of an organization, and again for the Executive Committee, to be empowered in this respect. I would like to have the opinion of the members. Mr. Hill—I am thoroughly satisfied as to the competency of our president to approve a bond, and I therefore move that the president of this Association be empowered to approve the bond of our secretary-treasurer, and that the same be incorporated in the constitution.

Seconded by Mr. Hudson. Carried.

Then followed a discussion as to the proper wording for the letter heads of the official stationery.

Moved by Mr. Groves that the secretary be instructed to ask all of the members to print the official list of the Association on the backs of their stationery, and that it be carried there indefinitely.

Seconded by Mr. Hudson. Carried.

Seconded by Mr. Hudson. Carried
Mr. Hill—I would suggest that it would be a
good thing to also use a few of the recommendations we receive from time to time as refer-

President—Every time I do a piece of work I add the name of that patron to my list of references, so that those who desire may inquire as to my work.

add the name of that patron to my list of references, so that those who desire may inquire as to my work.

Mr. Vausyckle—That is my plan. I never ask the permission, because I think I am entitled to use their names as references.

Mr. Groves—The bed method of securing work is to perform your work in a workmanlike manne and let it recommend you.

Mr. Vansyckle—I would like to say a few words for the benefit of Mr. Haynes. It was a long time before I could secure Dr. Miles' work, and I came to find out it was because I was a bill poster. But I kept after them everlastingly, wrote them a letter about every month and, finally, when they seat their representative to make a contract with me, he told me that in consequence of my having kept my name so constantly before them they had been induced to give me their work. Their Mr. A. R. Beardsley informed me that if they had no more trouble with their other towns than with Indianapolis they would be well pleased. I had seen some hard times, but I kept right after these people, and convinced them finally that a bill poster could also do distributing satisfactorily.

Mr. Groves—I move that we extend a vote of thanks to the Dr. Miles' Medicine Company, through their Mr. J. L. Beardsley; to the California Fig Syrup Co., through their Mr. D. R. Tabott, for having favored us with their patronage. Seconded by Mr. Hudson.

Mr. Steinbrenner—I would like to incorporate into that motion special mention of the Dr. Chase Co., of Philadelphia; the Dr. Green people, W. D. Rednaton, Hamilin Wizard Oil Co., and the Lydia Pinkham Medicine Co.

Motion as amended. Carried.

Mr. Hudson—I m. ve that a vote of thanks be

extended our stenographer for her section this convention
Seconded by Mr. Douglass. Carried.
M. Case—I move that the stenographer present be given the preference when it comes time for

THE BILLBOARD

the secretary treasurer to engage such services. Seconded by Mr. Groves Carried.
Mr. Steinbrenner—I move that we meet in the rotunda of Hotel Emery to-morrow at 10 Å. M., that we may visit in a body the editor of The BILLBOARD.
Seconded by Mr. Hudson. Carried.
President—We would like to hear from Mr. Talbott, of the California Fig Syrup Company.
M. Talbott—Mr. President and Gentlemen of the Convention: My experience with the International Association of Distributors has been perfectly satisfactory, and if my future experience is likewise. I shall certainly be very glad to extend my influence in any way possible to further its interests and increase its membership. According to my idea of distribution, it cannot be done too carefully. I do not think any man should undertake to do anything he cannot do right, and if he does his work properly he should ask a suitable price—a price that will warrant satisfactory work. Distribution of advertising matter must be practical. I have visited any number of towns from Boston to San Francisco, and from Duluth to Galvestou, as a distributor, and I never found a case where I could afford to slight the work in any particular. I do not believe in great quantities of distributing matter, but think more effective results are obtained by making the matter attractive in

half of the Association and the interest they

half of the Association and the interest they have taken in our welfare.
Seconded by M. Hudson. Crrried
Mr. Hennegan—I thank you for your testimonial in behalf of the editor of The BILLBOARD and Messrs. Hennegan & Co. It took a good, stiff fight to secure this meeting, but we got it, and we shall keep up the lick, and next year we will have three times the attendance. We are a success. I now move that the convention adjourn sine die.

Seconded by Mr. Douglass. Carried.

W. D Redington of Binghampton, N. Y., and A. W Scott, of Cohoes, N. Y., telegraphed their regrets at being unable to attend the convention. President J. A. Clough, in a letter to the secretary, expressed regrets at his inability to be present.

present.
The following invitations were received from Nashville, Tenn., to visit the fennessee Centennial: Hon. Mayor McCarthy: A. J. Harris, president Chamber of Commerce: The American, The Bunner and The Sun, daily newspapers: E. C. Lewis, director general of the Tennessee Centennial, and Governor Robert L. Taylor.

Mr. Steinbrenner's business is booming.



P. G. STOUT.

some way. If you can secure the attention of people your work is half done. Then follow this up by a meritorious article, and the probabilities are that more interest will be aroused than by the first distribution. The manner of distributing advertising matter cannot be too thorough. The Association ought to try to impress upon its members the fact that they should endeavor to give advertisers what the advertiser wants—thorough work and no wasting of matter. I wish to emphasize the fact that my experience with the members of this Association in putting out advertising matter has been perfectly satisfactory, and I sincerely hope the organization will incease its membership, and I see no reason why the members of this Association should experience any difficulty in securing all the work they can handle, so long as they do thorough work. Advertisers, knowing they an secure reliable services from your members, will be only too glad to patronize you. I am glad to have met all the delegates to this convention, and trust that the next meeting will be much larger in point of attendance. When new members are added to your list, I should very much like to have the secretary mail me their names, as I would be more than pleased to give them bers are added to your list, I should very much like to have the **ecretary mail me their names, as I would be more than pleased to give them preference whenever we send out advertising matter. I thank you for your kind attention.

Mr. Case—I move that we extend a vote of thanks to the editor of The BILLOARD and to Messrs, Hennegan & Co. for their efforts in be-

ISAAC MONK.

Mr. Isaac Monk is one of the liveliest hustlers in the business. He is the manager of the Monk Introduction Co.. which has exclusive control of the billboards in Peoria, Davenport and Burlington. Mr. Mouk was a member of the International Bill Posting Association up to July 27, but on that date resigned and withdrew the three towns which he controls from the organization.

In addition to the boards which he controls, Mr. Monk also publishes the theatrical programmes in three cities and contracts for billboard space throughout all of Illinois, Indiana, Wisconsin, Iowa and Missouri. His retirement from the International was a serious blow to that organization.

WE ARE LATE

We are late this month. The delay is due to a variety of reasons, but chiefly because the concern that prints THE BILLBOARD has been so busy that they simply could not handle their orders. Hennegan & Co. are persistent advertisers in our columns, and the above condition of affairs speaks volumes in behalf of the potency of the paper as an advertising medium.

Of late every mail has been burdened with auxious inquiries regarding the issue. Letters come in daily from Maine to California, complaining that the August issue has not arrived and demanding that it be sent at once. All of which betokens a lively interest in the paper, and is gratifying beyond measure to the publisher.

We might add that The American News Co. re-ordered three several times during the month of July and that that issue was entirely sold out, not a singly copy remaining on hand.

____ Press and Poster.

It was a busy day for the proprietor of the great daily. The circulation of the g. d. had become almost as large as his opinion of himself. No sooner had he seated himself and performed the weekly 'shake up' of discharging ten reporter, and three sub-editors without notices than he demanded the presence of the managing editor and instructed:

See that the quarterly article about the abolition of the window lithograph for advertising purposes is forthwith published conspicuously. Also, in connecnection therewith, dwell on the vast amount of money wasted on billboards in flashy posters."

"And the footish waste of printed mat ter by distribution," suggested the managing editor

"Well put," confirmed the great man, and then he summoned the business manager and said unto him:

"See here, I want this town billed as it was never billed before, in every conceivable shape; let no billboard, wall, window or even ash barrel escape. Are you on?

"I am on," returned the business man-

Hast sworn to the average daily circulation of the Daily Bladder?" "I hast."

"Then away! Away!"

Two minutes and a quarter later the proprietor of the g. d. was instructing a special writer to prepare an article for the next Sunday's issue on "Kings Who Wear Waists." CHARLES'H. DAY.

They Had a lob Office.

Managing Editor-Did you write this article on the uselessness of handbills as a means of advertising, Mr. Bangs? Assistant-Yes, sir. I flatter myself it is pretty well written, sir.

"Oh, yes, it's written well enough, but it does seem that even a blooming idiot like you ought to know that the job office is the main part of this establishment."-Terre Haute Express.

On another page we illustrate a neat idea—Curran's Shoppers.

why he should pay twelve in Rochester

or Syracuse. Some of them never will

be able to see it, and if compelled to post

the high priced towns, will put out the

least possible amount of paper for as

short a showing as they can get along

with. The special dispensation is not

going to solve the opposition problem,

and it is going to create much trouble for

non-opposition cities. Possibly an intelli-

gent trial of the open association plan

may come in time. There is now really no

objection to the plan itself. It is only its

DESPITE disaffection, dissatisfaction

and repeated defections from the ranks,

all due to the inefficiency of the officers

of the organization, the delgates to the

International Bill Posting Association's

convention practically re-elected the

same officers. San Francisco and Provi-

dence had abandoned the organization on

account of its impotence, and a large list

of less important towns were only retain-

ing their membership in hopes that a new

set of officers would yet make the organi-

zation amount to something. Yet in the

face of this condition of affairs the old

officers were re-elected. There can be

but one result - disaster. It has already

set in St. Louis Peoria Davenport.

Burlington and New York are already

gone, and the defections have scarcely

begun. What might have been a great and

stable organization will soon be nothing

but a union of small towns, and that

means an association of absolutely no

importance, totally devoid of prestige

THE convention of the International

Association of Distributors was char-

acterized by business-like despatch and

decorous procedure. We are enabled.

through the courtesy of the secretary to

present our readers with a condensed ac-

count of the meeting which we have made

from a complete stenographic report. It is

only lack of space which prevents our

giving the proceedings and deliberations

in full. The discussions were thorough

and exhaustive. President Reid possesses

the peculiar gift of drawing every mem-

ber out and getting his views before the

convention. As a result every member

present enjoyed an opportunity to profit

by the experience of nearly every other

member of the organization. Many a

wrinkie and pointer was obtained in this

wise, often from the most unpromising

and unexpected sources. There was not

a delegate who attended but felt amply

repaid for the time and money expended

on the trip. Each and every one, too.

and influence

name that gags.

PUBLISHED MONTHLY AT

127 Fast Fighth Street, Cincinnat, O., U. S. A. Address all communications

For the editorial or business departments to THE RILLBOARD PUBLISHING CO.

Subscription, \$1,00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; copy for twenty-fifth of the month. Our terms are cash

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newshaper Agency, Trajalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue del Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co.

The edilor cannot undertake to return unsolicited manuscript; correspondents should keep copy.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

AUGUST 1, 1897.

WHEN the Associated Bill Posters' Association, at the recent convention in Atlantic City, disfranchised Haskins and elected Ames, his opposition to membership, it, unconsciously, perhaps, took a long step in the direction of the open association

Henceforth no bill poster can hide behind his exclusive franchise, maintaining the while an inefficient service. He has to have the best service in his city or he is liable to be disfranchised at any moment. The organization, by its action, has established an exceedingly valuable precedent, albeit the means utilized were more or less brutal for while Haskin's service and holdings were certainly inferior to those of Ames, they were in no sense bad. Under the circumstances his expulsion was a flagrant violation of the fraternal obligations implied in the relations existing between members of an association. The proceeding was a needless and heartless affront offered to an unoffending brother. It was unnecessary to eject him. No one demanded it; Ames less than any one else. It was done merely to conform to a senseless unwritten law of the organization. It will only succeed in lowering the association in the estimation of all just and fair-minded

ANOTHER precedent almost as dangerous as the other is commendable, was established when Portland, Me., was handed over to a man who acknowledged that he did not possess a single board in the town. This, too, when there is a service there which is reasonably well condu ted. The organization retrograded, too, when it decided to grant special dispensations to members who are hampered by opposition in their respective cities. This means fight, a senseless and useless slashing of prices, which will work much harm to every bill poster in the country.

Every time an advertiser gets his paper returned home an enthusiastic supporter of the organization and a determined and posted for three cents in Albany or Troy it is going to take him a long time to see earnest advocate of its aims and objects.

> WE cannot commend too highly the selection of officers made for the ensuing Each and every one of them is particularly fitted for the position Le holds. Mr. Reid, of Kansas City, is a man of ripe judgment, great executive ability and much force of character. He is a thorough parlamentarian and, in short, an ideal president. Mr. Case, of Ft Wayne, the newly-elected Soliciting Secretary is also splendidly adapted for that portfolio. He has good address, great knowledge of the business and an inexhaustible fund of arguments in favor of distributing at his command and this cannot fail to make his services of great value to the association. The vice-presidents are also well chosen. Each is a zealous member of the organization, and all are prepared to sacrifice time and effort in its behalf. Mr. W. H. Steinbrenner was, of course, re-elected secretary and treasurer. He has filled the position so satisfactorily and has worked so hard for the organization that he was chosen

An article on another page by sam W. Hoke, entitled "The True Story of a Wonderful Success" fails to mention one very important item, namely, that the entire bill posting and advertising appropriation for the George W. Childs 5c Cigar has from the beginning been in the hands of fam W. Hoke. And we cannot allow Mr. Hoke's modesty to prevent his receiving full credit for his share in the wonderful success of the manufacturers of the Childs cigar.

by the members as with one voice.

NEW YORK NEWS.

Harry Munson is removing to much larger and more central quarters at 4 Murray street, just off Broadway, where he has what is practically three large floors—the ground floor, basement and sub-basement. His old location, 42 Du-ane street, is being demolished to make room for the widening of Elm street. New paper on Munson's boards: Boro Water, Tannhauser Beer, Pepper Lithia Whiskey and Hawes Hats fall posters.

A. Van Beuren & Co. have bought out Col. Joe Blakeslee, of New Haven, and are rapidly making an up to date plant there. Guy Ackerman is in charge. Van Beuren's boards have the Grumbler 5c Cigar and Buffo Cigarettes exclusively, and Pepper Whiskey.

Mr. Underhill, of the California Fig Syrup Co., says distributing cannot be done at a profit at \$1.50 per thousand, except in a very few cities es live in one apartment house, with letter boxes at the door for each family says he has done distributing for fifteen years, and that he never could get men who were able to put out, one only to a house, a thousand pieces a day. The men get \$1.25, and a foreman or superintend is needed for every four men.

Mr. George E. Throop, of the New York ournal, is having the frames on the ournal s poster stands painted a deep red. He is experimenting on a mechanical eagle to perch on top of the frames,

which is expected to flap its wings every half hour and to cry out "To Hindsdale with Pulitzer."

Billy Lowden is the proud papa of a councing boy, the only billposter in New York who can boast a boy.

Regan & Clark have Pepper Whiskey, Santal Midy and Big G among the new paper on their boards.

Kam W. Hoke is sending out paper for Childs Cigars, Admiral Cigarettes, Hawes Hats, Saver Tonic, Girl from Paris Cigars, Adeline Patti Cigars, Hazel Kirke Cigars, and a few dozen other articles as usual.

The value of good boards has been once again manifested here. For the last two or three weeks not a day has passed without rain: sometimes it has been a and sometimes it has been a storm, but it has every day been rain of some more or less consequence. As a result most of the surface billboards are in a terrible condition; the boards on tops of houses here are built of metal, city ordinances compelling it. All of these, and also those new boards of Munson's on the surface that are made of metal are in good condition, but the other boards oh, my!

OUR VOTING CONTEST.

THE BILLBOARD will send the bill poster receiving the largest number of votes to England next July. He will travel first class in every way, and all of his railroad, steamship and hotel bills will be paid by us.

Fill out the following coupon and mail it to THE BILLBOARD on or before Sept. 1

it be	In my estimation,
This coupon must been prior to Sept.	is the most popular bill poster in America and best fitted to represent our craft at the Brit- ish meeting.

Notice is hereby given that all coupons of the July issue must be voted before Sep tember 1st or same will not be counted. The vote is so light we are led to believe they are being held back. We have, therefore, adopted the rule that in the future all coupons must be voted during the month that they appear. Any parties who are hoarding July coupons will please note that they will be declared invalid on and after September 1. Vote them now.

HOW THEY STAND.

	Geo. M. Leonard
	R. C. Campbell
	H. W. Waiker 8
	las. F. O'Melia
	Edw. A. Stahlbrodt
	Chas Vogel 6
	Al. Bryan 4
	Jas. A. Curran 2
	Geo. Castner
	J. Ballard Carroll
	John G. Reese
	P. F. Schaefer
	L. H. Ramsay
	E. C. Donnelly
	Isaac Monk
	Geo. H. Seibe
	Albert Weber
٠.	Jas. H. Staats
	Jas. H. Staats
	J. J. Flynn
	P. P. Oliver

We have received votes for taux W. Hoke, Harrison Haynes Hubbard, Hote and W. H. Steinbrenner. None of these gentlemen are bill posters, hence they are not eligible to enter the contest, and the votes have not been registered.

Sians & Sian Painters

There has been so much written about

contrast and harmony in sign work, that it seems superfluous to say anything more. There is one thing sure, however. sign in high contrasting tones looks ter than a poor one done according to the rule of harmonious coloring. Very few sign artists are so gifted that they can produce an attractive sign, that is, one that will attract attention so as to be valnable as an advertising medium, in har-monious colors throughout. The majori-ty either give it a muddy or hazy appearch detracts from its legibility or renders it inconspicuous, the two factors which enter largely in good sign painting. The sign painter will seldom make a mishen using two warm or cool colors contiguously, to intersperse a cool color between the warm colors, or a warm one between the cool colors, as the case may be. By using this intermediate color the opposing colors are neutralized, which gives a kind of harmony to the whole, although the two opposing colors may be strong in contrast, one with the other. Red and yellow, and all tints in which either of these colors predominate, are known as warm colors, while blue and all tints in which it is the leading color, are the cool colors. Thus green would partake of both by reason of its being comwould par posed of a warm and cool color. The nearer it approaches toward yellow the warmer it is, while a tendency toward blue gives it a cool effect. All admixture of any of the three primaries—blue, vel low and red, are termed the secondary colors, and mixtures of the secondaries are called tertiaries. Hence it is an easy matter to tell which are cool and which are warm tints by noting which of the three primaries is most prominent in the mixture. It would be a decided error to interpose a strong red line between two warm colors, such as a rich brown and a vellow, or a maroon, etc. Such a procedure would give the work a muddy ef-fect. It would also be an error to place a brilliant blue between two greens

The following table is taken from Allison and is considered the standard by most decorators

other colors in which blue is the domin-

This Color	Contrasts With	HarmonizesWith
White	Black, Brown	. Any color.
Yellow	Purple, White	Orange & Pal
Orange	Blue	Red-Pink.
Red	Green	Crimson.
Green		. Yellow.
Purple	. Yellow, White	Crimson.
Black	.Pale Colors	. Deep Colors.
Gold	. Dark Colors.	Light Colors.
Familia	rity and practi	ce will enable

the painter to overcome the glaring contrast of colors by the interposition of a neutral tint or tints. The annexed table may serve as a help to those who do not erstand the arrangement of colors

White—As a ground color, sets off well with blues, purples, violet, reds, greens. browns, etc. White may be used with either the cool or warm col lack -Sets off drabs, pink, lemon, gold,

light blues, greens, purple, salmon.
Blue-With gold, pink, lemon, flesh, pearl, buffs, vellows and drab

Green-With gold, purple, pink, lemon, dove, flesh, stone, pearl, light greens and Red—With lemon, pearl, gold, pale

blues and greens.
A very good rule to follow when using shading letters with two or more colors, is never to place two colors of the same depth of tone side by side without lining them with a relieving color—for instance, light blues with light greens, and vice versa, without dividing with a line of white, pink, pearl, etc. Colors of the same depth of tone, when placed side by side, will always glimmer.

The transparent colors are terra de sienna, asphaltum, carmina, rose pink, chemical brown, all the lakes, gamboge and all the gums. You have, no doubt, often noticed when using any of these colors that they sometimes work crumbly This is due to the use of turpentine. Turpentine should never be used with transparent colors. The best vehicles in which mix them are bleached boiled oil or white varnish. Raw oil does very well only that all transparent colors are diff

THE BILLBOARD

Flatting must not be touched up after it is finished, or it will show a gloss at the touched up places.

In cold weather signs may be made faster by heating them so as not to blister, then setting them in the cold. Some thing queer about this, but a sign, by may be made to dry in half the time that it would take were it left in the same temperature. It still may be made to dry faster by alternately heating it and then cooling it

An excellent elastic varnish for cloth igns may be made with very little trouole, as follows: Add to S oz. of boiling linseed oil 1/2 lb. of India rubber, cut fine: when thoroughly dissolved, add 8 oz. of good turpentine, and boil slowly until clear. It dries slowly, but makes a brilliant, durable varnish, leaving the

Embossing on the surface of gold is darks, and white, high yellows, greens, blues gamboge, etc., for the lights. blues, gamboge, etc., for the lights. When the ornament is to be done on gold-that is, laid on the inside of glass indows-put the ornament on the glass and lay the gold over it.

The best way to learn shading and shadowing of letters is to have a few cut out of solid wood. Then by placing em in different positions to the light different shadows will be cast. By ng away a few feet and copying the letters and shadows, more about sha and shading may be learned in a few hours' practice than can be told in a volume. Shading is supposed to represent a letter as when cut from a block of wood. Shadowing is representing shad-ows cast by an object, such as a painted wood letter. No matter what the color of the letter is, the shadow should always be dark and of one color. If the letter is shaded and shadowed both, the shadow will always be on the opposite side of the shading. Where printers make a mistake in shadowing, is by using opaque colors. The shadow to a letter, no matter whether shaded or not, should be merely glazed on the surface; hence, transparent colors, such as umber van dyke brown, asphaltum, etc., should be used I have frequently noticed letters shadowed with a dense black, which i ltogether wrong. A shadow ject is always transparent. The neares the truth is represented in sign work, or in work which is intended to give natural results, the more satisfactory the outcome

A ground made to represent marble is very pretty for some kinds of sign work.

It looks complicated, but it is easily done Paint with lead color for gray marble, and white lead for white colored marble and vein and matie with block and slate color, according to the kind of marble, by drawing it through the wet paint with a brush, then blend the edges with a dry brush while the paint is still

Never wash the hands in turpentine. It relaxes the muscles and injures the joints. How often do we hear old sign painters complain of nervousness? person is so strongly constituted as to be able to stand washing the hands in turpentine two or three times a day for weeks at a time without becoming nervous, when four ounces of it has been known to throw an adult sions. The excessive use of turpentine is more dangerous than white lead to

Red ochre is a very effective color for shading in gold or gilt signs, and when properly calcined is very durable.

I have found by years of experience and close observation that too much oi invariably the cause of scaling and blistering so frequently seen upon sign boards. The best way to fix a sign board boards so that it will stand years of exposure is to first give it a flowing coat of shellac varnish. When this is dry, mix up as much white lead as required, beating i up in raw oil to a stiff paste. Add the necessary dryers and thin to a working consistency with good turpentine, and give the signboard a full, even coat. When perfectly dry, rub down pumice stone and water. Do not use sandpaper for nice work. Putty up all places needing it with a putty made from common whiting putty and white lead, The second coat should contain less oil and more turnen tine, while the last coat should still have ess oil and more turps say one-third oil and two thirds turps. The facts herein stated are patent, as in coach painting, the more oil the more contraction and expansion, hence its greater liability to scaling and cracking No other method of preparing signboards is equal to the one given here. The experience of our best painters of all classes will bear us

Nine-tenths of our sign painters make an error in making a Roman G. The last limb should terminate at seven-sixeenths of its height, or a little less than half of its height; terminating at a point balance, making it look either top or bottom heavy, as the case may be.

The path of the traveling advertising sign painter is not strewn with roses by any means. The following paragraph, taken from *Comfort*, although both sides of the question is fairly well presented, lows the contempt in which his work is held by a certain class. The cultured class is held up as the critics, but the fact of the matter is the newspapers are the eady several states have passed laws prohibiting painting signs on rocks, etc.:

ready several states have passed laws prohibiting painting signs on rocks, etc.:

Every summer sees a revival of the crusade against the advertisers. Not those who advertise in the newspapers. Oh. no! It's against those who consider that natural scenery is only a background for a flaming 'ad' advising all the word to use Pickering's Fills or any other of the alliterative aids to agony that the schening brain of the hustling Yankee nature may devise. One may travel for miles between great signboards that set forth the merit of all sorts and conditions of articles from a wheel to a bar of soap. The wearied eye of the traveler catches the same startling directions to use the self-same article from one end of the country to another. It does spoil the landscape and it does ruin the quiet beauty of many farm scenes. The old, gray, weather beaten barn has lost all its poetry and becomes merely a background for advertisements. All this seemingly wanten desceration offends the few whose sense of artistic beauty is well developed. It is viewed with indifference by the mighty many, while it furnishes maternal for phhosophizing to a few.

Those gaudy signs, with their grasping insistence, illustrate more than the articles whose virtues they proclaim. Each and every one is an altar to the God of the American People—the Mighty Dollar. They are outward and visible signs of the mad rush for wealth that characterizes this stage of our civilization. When that wealth has been acquired, it may bring with it leisure for culture and development of the artistic sense of the nation. The signs mark a certain stage of newness. The natural scenery of our great land is beautiful in its primitive state, but the first touch of man's hand is to man. He makes it more beautiful after he has conquered from the land the wealth that helps him to appreciate beauty. No more significant symbol of the great and growing commercial spirit that is in the American people could be tound than is shown by these same advertisements. They are ugly, they offen entary on the age and the people

Newspapers have had something to say bout the billboards; hence, it would not surprise me to see them make a combined attack on them. When anything gets in

a newspaper's way it always appeals to the legislature for prohibitory statutes. I have noticed that some of the billboard men oppose license. License will be the only protection when the fight is on, and which is bound to come sooner or later. believe, if I were a member of a bill posters' association, I would urge them to do som thing before the ball gets started.

Answers to Correspondents.

J. E. F.—Asks what I answer here. Too much punctuation is worse than not Place a period after each abreviated word, no matter where it occurs Where the firm's name is given, with the ame of the city following, for example, 1. I. Iones. Bellefontaine. Ohio. 1 after the firm's name and also after the name of the town; also after the name of the street, if that should be given. I believe less errors would be made by those who do not understand the rules of punctuation to use periods after all initials and abreviations and commas after full words where a separation appears to be indicated, except at the end, then a period should be used. If one is not sure there should be a stop at a certain place in a sentence, better any. A good way to learn sign punctuation is to notice how advertisements in newspapers are punctuated.

Amos N.-No. Use whiting to make a istemper color lighter. Do your matching when wet. All kinds of distemper dries light. Mix them several hours before using, or they will be apt to work

F. J. K.—For painting on cloth, silk, etc., for Masonic, Odd Fellows' aprons, banners and similar work, first stretch the muslin or silk on a stretcher and rough out the design. Prepare a size as follows: Dissolve bleached shellac in alcohol, and thin as much as will cover the parts to be painted or gilded, using the precaution to cut over the outlines little, so as to prevent the spreading. When the cloth is not intended to be exposed to the weather a size made from the white of an egg

A size for gilding on cloth, etc., may be made as follows: Take a little honey, combined with white glue, and reduce it to a working consistency with water. This size has the effect of brightening the

the gold leaf, giving it a fine luster.

Another Dissolve a little India rubber in boiling oil or turpentine, add a little of it to thin paste while both are hot. This is an excellent size.

Another--Slack a little lime in hot vater and mix with skim milk, half and half Strain and dip the muslin into it. When dry it is insoluble in water, and will last as long as the cloth lasts

Another-Dissolve one ounce of melted white wax in a quart of turpentine by degrees, and put on warm with a brush

Either of these sizes will prevent from presenting a ragged edge.

Brains the Essential Element.

"What do you mix your paint with to produce those wonderful colors?" asked a visitor of Sir Joshua Reynolds. "With brains," curtly answered the great artist. The same is largely true in regard to the much-admired products of modern high class printers

Newspapers and Magazines.

Every newspaper treasures up in its memory the names of its friends and, likewise, its enemies. It seldom, if ever, overlooks an opportunity to assist the verlooks an opportunity to former, but never goes out of its way to boost the latter. Human nature is pretty much the same everywhere. P. ople who show the newspaper man kindness never make a better investment or one tha more surely pays them a hundredfold sooner or later. As has been truly said, there comes a time in the life of every man when a word said by a newspan mentioned. -Pemaguid (Me.) Messenger



rated here, and it was at first thought

best to hold a watermelon day, but in re-

viewing the matter it was decided that,

as this city is situated in the center of

the fruit and vegetable region of Southern

New Mexico, a far better plan would be

Prizes will be offered for the fines

fruits and vegetables raised in the terri-

tory. The amount of each product re-

quired to be exhibited and the prizes to

be given for the same will be decided at

In addition to the horticultural display

there will be several horse races, roping

Let all get down to work and make the

The question whether a state fair shall

be held in Atlanta this year has been re-

ferred to the State Agricultural society at

the meeting to begin August 10th on

The matter is in a complicated shape.

and President Pone Brown thought best

to submit the question in its new phase

to the society itself, rather than take the

responsibility of accepting the proposi-

at its August mee ing is a matter of some

The Atlanta committee has a subscrip-

tion of about \$5,200, and with allowances

for delinquents it is considered worth

\$5,000. The railroads entering Atlanta

were asked to subscribe \$1,500 to com-

plete the \$6,000 required by the State Ag-

ricultural society, and a committee con-

sisting of E. C. Spalding, Geo. C. Smith

and Joseph M. Brown was appointed by

the meeting of July 14th to decide the

question. They promised to give an an-

swer on August 3d, but the Atlanta com-

mittee pressed for an earlier reply. It

was given verbally by Mr. Geo. C. Smith

on behalf of the committee, and was to

ford to set the precedent of subscribing

to state and county fairs, as these lines

cover seven or eight states, but they

would put on a return ticket with a 50-

cent coupon good for admission to the

fair This, they said, would give the fair

toll on all business coming to Atlanta

while it was in progress, and the excess

of these coupons over actual attendance

would more than make up the \$1,500

The Atlanta committee believed this to

be true, but the proposition did not meet

the terms of the State Agricultural so-

ciety committee who required a hona

that was needed.

What the Agricultural society will do

first annual Deming Fair as great a suc-

the next meeting of the directors.

contests and other amusements

cess as it should be. - Headlight.

Tybee island.

tion now made.

doubt.

Seymour, Ind., will have a Street Fair.

Steubenville, Ohio, celebrates her cen tennial this month.

The Street Fair is becoming more and more of an institution every year. It is estimated that over 300 will be given this to include all products of New Mexico.

A. L. Wright is secretary of the Huron County Agricultural Society. The fair will be held at Bad Axe, Mich., Sept. 28 to Oct. 1, 1897.

The Maine State Fair will be held August 30, 31, September 1, 2 and 3. The attractions of the fair will be greater this year than ever, and Dr. Twitchell, the secretary, is laboring hard to make this the greatest fair ever held in Lewiston.

The State Fair, held at Monticello, Ark., October 12, 13, 14, 15 and 16, 1897, will be the biggest thing of the kind ever held in the state. Side shows museums and all kinds of attractions wanted. Address John J. Whitaker, Monticello, Ark.

A NEW FEATURE.

A new feature in county fair exhibits will be inaugurated at the Boone county fair at Lebanon, running from August 12 to 16. This will be contests between bloodhounds in which prizes for tracking, speed and other points will be offered. The kennels of Oscar Welty, of this city: Bowers and Harris of Noblesville, and I. N. Miller, of Darlington, will be represented at Lebanon, and Dr. C. F. Bell, of this city, will probably also take part. This would prove a drawing card at most of the fairs of the state, as in many counties the man-hunting dogs have never been seen at work. It would be encouraged by the breeders, of whom there are several in Indiana, and would be patronized by those of other states. Aside from the prizes offered, the natural rivalry between owners would insure exhibits of the highest class. Properly advertised, the bloodhound contests would the effect that the railroads could not afdivide attention with the minor speedring contests and awaken almost as much interest. In the first go of the hounds there will be an owners' purse of \$100 up in addition to the fair prize.

Several of the leading citizens of De ming, N. M., got together this week and decided that a fair would be the proper thing to take place in that city annually, and accordingly the first annual Deming Fair has been called, and will be held in that city Friday and Saturday, Septem-

The citizens of Deming have known for several years that the horticultural fide subscription of \$6,000, with \$1,500 now asked to accept the \$5,200 of subscriptions and the coupon proposition of the railroads for \$6,000. To this President Pope Brown, who is

paid over to their treasurer. They are

THE BILLBOARD

now in Atlanta, replied that inasmuch as the fair committee of the society had modified its original proposition to accommodate the people of Atlanta, and the railroad proposition would not be definitely made till August 3d, only one week before the summer meeting of the Agricultural society, it would be better to refer the matter to that body rather than to a committee of five. If accepted he said, the acceptance of the whole society would have more weight under the cir-

St. Joseph in years gone by held the banner for giving the best fairs held in the great state of Missouri. The St. Ioseph fair and race meeting was something talked about all over the West, and was attended by people from all sections. The people came here because they knew that they would get full returns for their money, and they were never disappointed.

With the passing of the old-fashianed fair came the day of horse racing and no exhibitions. While in a great measure the race meetings have always proven a success, yet they did not suit the farmers, who were not prone to give the needed support. They found no displays of goods, fruits and manufactured articles, displays of fine stock, and last, but not least, no displays of agricultural products. This, to a certain extent, interfered with the success of the race meetings.

All this is to be obviated this season. St. Joseph is to have a real, genuine oldfashioned fair—one of the regulation oldfashioned kind, to which all classes may come, and where they will be entertained in a manner both pleasing and instructive. There is to be pumpkin shows, horse shows cattle shows, implement shows fruit shows horse racing amusements of all kinds and classes and a royal good time for all who attend. No pains or expense will be snared to make t a show for the world at large.

Palmer L. Clark, one of the best known amusement managers and horsemen in the country, has been selected as secretary of the fair, and is now busy at work arranging all the details. To no project which he is ever connected has failed to prove a success, and his push and energy will make the coming fair one to be remembered for years to come. From Monday, August 23, when the fair opens, until Saturday night, August 28, when the great event is to close, he will see that there is one continuous round of pleasure for all in attendance.

The fair is entirely under new management, and the gentlemen who have it in charge stand pledged to bring it to a successful termination. The purses and premiums in all departments will be liberal, and will be paid in cash as soon as the judges make their awards. There will be no delay or waiting for what has

been awarded. The farming community will be especially looked after and cared for, and all stock and agricultural premiums will be liberally and carefully graded. It is expected that the displays in the various during the time of the great successes of

INTERNATIONAL BILL POSTING ASSOCIATION'S CONVENTION.

Despite a very small attendance the International Convention at the St. James Hotel, St. Louis, Mo., July 27, was a lively and interesting meeting. There were only twenty-six members present, but the debate was sharp and interesting. The only business of importance transacted was the adoption of a new constitution and by laws substantially the same as that adopted by the organization at Chicago last year.

A new classification of service was adopted, which provides for "selected and protected service." This service consists of allowing an advertiser to select each particular location in advance, as distinguished from "listed and protected" in which the site of each poster is optional with the bill poster.

"Selected and Protected" service is rendered at an advance of one cent a sheet over the prices of "listed and protected service.

Ike Monk, of Peoria, an exceptionally able and enterprising bill poster opposed the present incumbent in the race for the secretaryship. Despite the fact that Mr. Monk was the logical candidate, he was defeated hands down.

Mr. P. G. Stout, who withdrew in favor of Mr. Monk, was much wroth at the way things went and both he and Mr. Monk resigned their membership in the organization.

The officers elected for the ensuing year were the same as those of last year with the exception of the vice-presidents, who are as follows :

Albert Weber, New Orleans, first vicepresident; Walter S. Donaldson, St Louis, second vice-president; J. E. Williams, Chicago, third vice-president.

Jas. A. Curran, of Denver, Colo., was in own and very much in evidence in the newspapers. In truth, Curran received considerably more attention from the reporters than the convention did. The Globe - Democrat, in an article headed Broke Up in a Row," gives an impartial account of the factional fight and in ternecine strife, and wound it up by char acterizing the whole proceedings a farce.

In justice to Mr. Schaefer it should be noted that when nominated for re-election he declined the honor, protesting vigorously that he could not give the office the time it demanded.

Sam W. Hoke, of New York, resigned s membership in the organization.

C. S. Houghtaling was made exclusive solicitor for the organization.

P. G. STOUT.

We are enabled to present the portrait Mr. P. G. Stout this month. Mr. Stout the manager of The American. Advertising and Bill Posting Co., of St. Louis. which, up to July 27th, was a member of the International Bill Posting Association the United States and Canada. On the date mentioned, however, Mr. Stout, in connection with Peoria, Davenport, resignation and severed all connection with the organization. Mr. Stout, though a highly successful business man, is comparatively young in years. He is full of vim and vigor and contemplates enlarging his business by breaking into another town shortly,

ARKANSAS. Monticello Monticello Fair Oct 13 to 16 I I Whitaker sec Newport Jackson county Fair Newport Oct 10 9 L Hirsch sec Pine Bluff Pine Bluff Fair Oct 19 to 22

COLORADO

artield Eagle and Pitkin counties Fair Sept

CONNECTICUT.

Berlin Berlin Fair assn Henry M Savage see Brauford Brauford Fair assn G P Callahan see Bristol Bristol Fair Sept 29–30 Ard Welton pres E F Gaylord supt races Milo L Morton Broad Brook Union Fair assn Sept 29 M Ham-

ilton sec irooklyn Windham county Fair Sept 13 to 15 J B Stetson sec hester Chester Fair assn Sept 22-23 CE Perkins sec Clinton Clinton Fair assn Sept 22 C H Evarts

Collinsville Farmington Valley Agr Assn Sept o and to EA Hough sec Danbury Danbury Fair Oct 4 to 9 S H Rundle pres G M Rundle sec J W Bacon treas Fast Granby East Granby Fair W H Gay sec Granby Granby Fair assn Sept 28-29 Chas

Coffee sec uilford Guilford Agr Society. Sept 29 A C Brewer pres George B Spencer treas A H nelps sec winton Harwinton Fair assn Oct 5 A W Harwinton "Harwinton Buell sec Huntington Union Fair assn Sept 23 and 24 S

T Palmer sec illingworth Killingworth Agr Assn Oct 6 I, P Parmelee sec P Parmelee sec
Meriden Meriden Agr Society Sept 15 to 17 G
W Fairchild sec No state fair in 1857
New M Hord New M Hord Fair assn Sept 14 to
16 J H Cochrane sec
Newtown Newtiwn Fair assn Sept 28 to 30 P

Newtown Newtiwn Fair assn H McCarthy sec Norwich New London county Agl Society Sept 21 to 21 Theodore W Yerrington sec

Norwich New Lohador County Agr Society 21 to 24 Theodore W Yerrington sec
Rockville Tolland county Agr Assn Sept 7 to 9
TA Lake pres F R Tucker sec
Simsbury Simsbury Fair Geo C Eno sec
Stafford Springs Stafford Springs Agr Society
Oct 5 to 7 E C Dennis pres C B Gary sec
Suffield Suffield Agr Society Sept 21 and 22
Waldo S Knox pres E Hemenway sec
Wallingford Wallingford Agl Society Sept 8
to 9 Geo I Jones sec
Williamantic Willimantic Fair Assn Sept 28 to
to 30 J Griffin Martin pres A L French sec

Willimantic Willimantic Fair Assn Sept 28 to to 30 J Griffin Martin pres A L French sec Windsor Windsor Fair assn E S Hough sec Winsted Winsted Agr Corporation W T Hulbert pres E M Platt sec Wolcott Wolcott Fair assn Oct 13 E M Upson

sec Woodstock woodstock Fair Assn H W Hib-hard sec

GEORGIA

Atlanta State Fair Pope Brown pres Hawkins-Lawrenceville Gwinnett county Fair Oct 19 to 22 Maj W R Simmons pres W G McNelley see

ILLINOIS. Aledo Mercer county Agl Society Sept 21 to 24 John Brady pres WH Graham sec Anna Union county Fair Aug 31 to Sept 3 M J

c Logan county Fair Sept 7 to 10 W B Avon The Avon Fair Sept 14 to 17 J P Johnson pres Julian Churchill sec
Belleville St Clair county Fair assn Sept 7 to 10 Louis F Ridman pres Mascoutah August Barthel sec lvidere Boone county Fair Sept 7 to 10 A Bushnell McDonough county Fair Sept 14 to 17
Thos J Myers s.c
Bushnell McDonough county Aug 31 to Sept 3
Louis Kaiser sec
Camargo Douglas county Fair Sept 7 to 10
A Hayward sec
Cambridge Cambridge Fair Sept 20 to 24
Jas Pollock see amp Point Adams county Aug 30 to Sept 4 K awyer sec i White county Agl Fair Sept 7 to 11 R L Carmi White county Agi Fair Sept / Ser Organ see
Carrollton Green county Oct 12 to 15 S E Simpson sec
Carthage Hancock county Fair Sept 6 to 10
John F Scott sec
Callin Vermilion county Aug 17 to 21 S A Mcregor sec tralia Centralia Fair assn No fair in 1897 S A Frazier sec
Champaign Champaign county Fair Sept 1 to 3
John N Beers sec
Charleston Coles county Fair Sept 14 to 18
John M Glasco sec
Chimon DeWitt county Aug 30 to Sept 3 E B Mitchell sec
Anville Vermillon county Aug 31 to Sept 2
Robt Smith sec
Delayan Tazewell county Aug 31 to Sept 3
J

Jones sec orado Oct 12 to 15 J N Elder pres C M estbrook sec

Bourbon Bourbon Fair Oct 5 to 8 J W Eidson sec This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of Charge. Bremen Bremen Fair Sept 22 to 25 John Huff ores I L D Seiler treas Henry H Miller sec Bridgeton Gridgeton Fair Assn Aug 23 to 28
Lee Overpeck pres F R Miller sec

of Charge.

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Kankakee Kankakee county Sept 12 to 17 Len

nline sec Marion Fair C M Kern treas W H

Tatman sec Morrison Whiteside county Sept 7 to 10 A R

Morrison Whiteside county Sept 7 to 10 AR
Lewis sec
Mt Vernon Jefferson county Fair Sept 6 to 10
Geo W Evans pres S H Watson treas Fred
P Watson sec
Mt Carroll Carroll county Aug 31 to Sept
1 G F Bucher pres Geo C Kenyon sec
Mt Sterling Brown county Aug 16 to 20 W M
Reid sec
Newton Jasper county Sept 21 to 25 R H Vanderhoof sec

Oregon Ogle county Sept 7 to 10 Beni Chaney

Bogue sec Sandwich DeKalb county Sept 14 to 17 E Ran-

dell sec Saybrook McLean county Aug 24 to 27 C P Easterbrook sec

Easterbrook sec hawneetown Shawneetown Fair Aug 24 to 28 Martin Doherty pres Marsh Wiseheart sec helbyville Shelby county Sept 7 to 11 Geo A

Springfield Illinois State Fair W C Garrard see

W C Garrard see
Sullivan Moultrie county Agr assn Aug 30 to
Sept 4 R M Pedro pres L C Fleming see
Vienna Johnson county Fair W S Wymore
pres W C Simpson see

pres W Simpson sec Warren The Warren Fair Sept 14 to 17 JL Graham pres S A Clark sec

Watson sec Watson Effingham county Sept 14 to 17 W M Abraham sec

Abraham sec Vheaton Dupage county Aug 31 to Sept 3 Lewis Ellsworth sec Voodstock McHenry county Aug 24 to 27 D T

Smiley sec
Wyoning Stark county Fair Ang 31 to Sept 3
J M Thomas Jr sec
Yorkville Kendall county Sept 7 to 10 R N

INDIANA.

Angola Steuben Agr Assn Oct 4 to 9 H N
Van Auken pres Orville Goodale sec
Bedford Bedford Fair Assn Sept 20 to 25 Geo
McDamel supt
Boonville Boonville Fair Assn Sept 27 to Oct 2

erts sec rifield Illinois State Fair Sept 27 to Oct 2

Clay City Race meeting July 2 and 3 Fair Sept 6 to 11 W H Guirl pres W C Duncan sec Columbus Bartholomew county Fair Ang. 16 Elimwood Elimwood Fair Aug 24 to 27 W J Smith pres C F Graham treas C A Snyder sec El Paso Woodford county Sept 13 to 17 G R Curtiss sec Pairbury Livingston county Sept 6 to 10 O S Westervelt sec Farmer City DeWitt county Sept 7 to 10 J T Sardige sec olumbus Bartholomew county Fair Aug 16 to 21 Ed Redman sec No Fair this year orydon Harrison county Agr Society Aug 23

Corydon Harrison county agr roctes to 27 Henry Wright sec
Covington F W & F Agr assn Sept 14 to 17 W
T Ward sec
Crawfordsville Montgomery county Agr assn
Sept 6 to 10 W W Morgan sec
Crown Point Lake county Fair Sept 7 to 10 Sardige sec
Freeport Northern Illinois Agrassn Sept 7 to
10 H F Aspinwall pres Jas R Conley sec
Galena Galena Fair Sept 28 to Oct 1 George S
Avery pres Wm Barnes treas Frank hostwick see

A A Bibler sec East Enterprise Switzerland and Ohio Agr So-ciety Sept 7 to 10 Wm H Madison sec Elwood Aug 30 to Sept 3 V E Evaus sec Evansville Tri-State Fair Dan S Rogen pres c sec nda Golconda Fair Assn Oct 1 to 4 Barney Phelps sec
Grayville Hon John Laudrigan pres
Mussett sec Clifton Oxman gen supt
Griggsville Pike county Aug 3 to 6 J F Hatch

Evansville Tri-State Fair Dan S Rogen pres R Lakin sec fora Carroll county Fair assn Sept 20 to 25 W E Callane sec ort Wayne Fort Wayne Driving Club Aug 9 to 13 H C Rockhill sec rankfort Clinton county Agr society Aug 23 to 27 James A Hedgeock pres C R Spence treas M H Beiknap sec Geo Weaver general sunt Homer Champaign county Aug 24 to 27 J Ben-Hoopeston Vermilion county Aug 24 to 28 Dale Walace sec Indianola Vermilion county Sept 7 to 10 C F Hull sec

Jacksonville Morgan county Aug 17 to 20 J

treas M h Beikhap Sec Geo Weaver general supt
Franklin Johnson county Agricultural Horticultural and Park Assn Aug 31 to Sept 4 S W
Duncau pres W S Young sec
Greenfield Hancock county Agr society Aug 23
to 27 Chas Downing pres Elbert Tyner serHagerstown Wayne county Agr Society Aug
9 to 14 F H Baldridge sec
Harrison Aug 17 to 21 C D Bevis sec
Huntinburgh Dubois County Fair assn Sept 13
to 18 E W Pickhardt pres Daniel Rentemohler sec p sec No Fair in 1897 Union county Sept 14 to 17 A J Hemsacker sec oslin Rock Island county Aug 31 to Sept 2 Y

to 18 E W Pickhardt pres Daniel Rente-pohler sec Iudianapolis Iudiana State Fair Sept 13 to 17 Small sec Kewanee Henry county Sept 13 to 17 John Moore sec
Knoxville Knox county Fair Sept 21 to 24 J
Flatimer pres O L Campbell sec
La Harpe Hancock county Aug 23 to 27 Geo
F Otto pres Judd Hartzell sec
LeRoy McLean county Sept 14 to 17 Wesley
M Owens sec Chas F Kennedy sec
Kendallville Eastern Indiana Agr assn Sept
27 to Oct 1 N B Newnam pres John Mitchell
treas J S Conlogue sec
Kentland Newton county Fair Assn Aug 30 to M Owens sec Libertyville Lake county Sept 14 to 17 Jas M Woodman sec Sept 4 H A Strohm sec Inox Starke county Fair Sept 13 to 18 A W Woodman see
Macomb McDonough county Aug 16 to 20 W
H Hainline see
Marion Marion

nox Starke county Pair Sept 13 to 18 A W
Cates sec
okomo Howard county Eair Sept 6 to 10 W
N Sumption sec N Sumption sec
Lafayette Tippecanoe county Fair Aug 30 to
Sept 3 W M Blackstock sec
Laporte Laporte county Fair Sept 21 to 24
J Vene Dorland sec

Marion Marion Fair C M Kern treas ...

Bundy sec
Mendota LaSalle county July 13 to 16 Geo H
Madden sec
Monmouth Warren county Sept 7 to 10 Geo
C Rankin sec
Monticello Pratt county Aug 16 to 20 C A J Vene Dorland sec
Lawrenceburg Lawrenceburg Agr society Aug
24 to 28 Harry Nowlen sec
Lebanon Boone county Agr assn Aug 16 to 20
W A Buntin pres C W Scott sec
Liberty Union county Fair Assn Sept 6 to 11
H F McMahon sec
Linton Greene county Fair Sept 13 to 18
Jacob Berna sec

Linton Greene county Fair Sept. 13 to 10 Jucob Berne sec
Madison Jefferson county Agr Society Aug to
to 13. Thos Graham Jr sec
Marion Grant county Agr Society Sept 13 to 18
Geo Dicken pres H G Hamaker sec
Muncie Delaware county Fair Aug 23 to 28 M

s Claypool sec lew Carlisle Farmers' Union Fair Assn. Oct 5 to 7 A H Compton sec lewcastle Henry county Fair Aug 16 to 21 J

Pana Union Agr society Aug 31 to Sept 4 O Mendenhall sec
Newport Western Indiana race track and Fair
assn Sept 27 to Oct 2 C M Ward pres H V
Nixon treas B S Aiken sec
Northwestern Indiana Fair Circuit W A Banks
pres Laporte A A Bibler sec Crown Point
Oakland Oakland City Fair Assn Aug 23 to 28
W M Cockrum pres W R Harris sec
Paoli Fair Sept 8 to 11 A W Bruner
pres H F Davidson sec Roley sec Edgar county Sept 6 to 10 S B McCord W C Stemons supt of privileges Geo H pres WC Stemons supt of privileges
McCord see
Petersburg Menard county Fair Aug 31 to
Sept 3 Geo Williams pres F Burpeind see
Pinckneyville Perry county Oct 5 to 5 R J
Rushnig see
Princeton Bureau county Sept 6 to 9 O Wil-

pres H F Davidson sec
Petersburgh No Fair in 1897
Plymouth Marshail county Fair Aug 31 to Sept
3 N Stevens sec
Poplar Grove Poplar Grove District Fair Sept
27 to Oct 1 W W Smith pres A D Wood sec
Address Carroll Ind kinson sec Rochelle Ogle county Sept 21 to 24 Francis E Dresser sec
Rockford Winnebago county Aug 20 to Sept 3.
J B Whitehead sec
Rushville Schuyler county Aug 9 to 13. Mark

Address Carroll Ind
Ortland Jay courty A H & I Joint Stock Co
Fair Sept 27 to Oct 1 James A Graves sec
Princeton Princeton Fair Sept 6 to 11 J W
Johnson pres S V Straine sec
Remington Remington Fair Assn Aug 24 to 27
Jacober Grave Sec.

Remington Remington Fair Assn Aug 24 to 27
Jasper Grey sec
Riley Riley Agr society Sept 13 to 17 G H
Butler pres Wm Clark sec and treas
Rochester Futton county Fair assn Sept 29 to
Oct 2 Ed Mercer sec
Rockport Spencer county Fair Assn Aug 24 to
28 B F Bridges pres C M Partridge sec
Rushville Rush county Fair Assn Aug 24 to
Sept 3 W L King sec W O Wallon pres
Salem Washington county Fair Aug 31 to Sept
3 H C Hobbs pres A Lanning treas E W
Menaugh sec T M London general supt
Shelbyville Shelby county Fair Sept 7 to 11
W F Wray pres C E Amsden sec
Sheridan Hamilton county Fair Sep 9 to 14
John S Kircheval pres W W Cowgill sec

W F Wray pres C E Amsden see
Sheridan Hamilton county Fair Aug 9 to 14
John S Kircheval pres W W Cowgill see
South Bend St Joseph county Fair Sept 27 to
Oct 1 A W Byers see
Swayzee Swayzee Tri-County Agl Society Aug
17 to 20 G W McManaman pres E C King see
Terre Haute 32d annual Aug 30 to Sept 3 W T
Beauchamp pres, W D Duncan see
Tipton Tipton Fair Assn Sept 20 to 25 W J
Foster see
Valparaiso Porter county

Foster sec
Valparaiso Porter county Fair Sept 14 to 17
E S Beach sec W C Letherman speed ring
Vincennes Knox county Agr'Assu Sept 27 to
Oct 2 Isaac Lyons pres John Burke sec
Warren Warren tri-county Fair Sept 7 to 11
S C Roush pres Geo F Morgan treas G M

Fleming sec
West Lebanon Warren county Fair Sept 21 to
24 Wm Goodwin pres MA Judy sec
Winchester Randolph county Fair Aug 31 to

IOWA.

Adel Dallas county Fair Aug 30 to Sept 3 J
W Russell pres M A Loehr sec
Afton Union county Fair Sept 28 to Oct 1 O E
Davis sec L M Walker pres
Algona Kossuth county Fair Sept 28 to Oct 1
J W Wadsworth pres E B Butler sec
Allison Butler county Fair Sept 7 to 9 H C
Brown pres L J Rogers sec
Alta Buena Vista county Fair Aug 25 to 27 M
Adams pres C E Cameron sec
Anamosa Anamosa district Fair Aug 17 to 20
E R Moore sec D B Segworth pres Cayuga Cayuga Fair Assn. Sept 20 to 24 J S Grondyke sec Chrisney Spencer county Agr society Aug 30 to Sept 4 I C Haines pres P C Jolly sec

Adams pres C E Cameron sec
Anamosa Anamosa district Fair Aug 17 to 20
E R Moore sec D B Segworth pres
Arlington Fayette county Fair Aug 24 to 27
R N Hibbard sec
Atlantic Cass county Fair Aug 30 to Sept 2
S W W Straight sec
Audubon Audubon county Fair Sept 6 to 9
Robt Henderson pres C A Marlin sec
Bedford Taylor county Fair Sept 1 to 3 W F
Evans pres H L Pierce sec
W J Guinn pres J C Milner sec J M Moore
advertising agent
Bloomfield Davis county Fair Aug 24 to 27 W

W J Guinn pres J C Milner sec J M Moore advertising agent
Bloomfield Davis county Fair Aug 24 to 27 W
T Slagle pres J C Blowhard sec
Briscol Adams Cass and Montgomery Fair Oct
4 to 7 T I Hall pres C C Calkins sec
Britt Hancock county Fair Sept 14 to 16 M B
Safp pres Thos A Way sec
Carroll Carroll county Fair and Driving Park
assn Aug 17 to 20 H A Junod sec A L Wright
pres

pres ascade Cascade Driving Park and Fair Ground assn Aug 30 to Sept 3 WA Fairburn pres Chas L Kay treas J H Klinker sec Centerville Appanoose county Fair J T Con-

nor sec
Central City Wapsie Valley Fair Aug 31 to Sep
3 I P Bowdish pres Fred McLeod treas E M
Sawyer sec Sawyer sec
Chariton Lucas county Fair Sept 28 to Oct 1 G
J Stewart pres W M Householder sec
Charles City Floyd county Fair Sept 14 to 17
H N Ervay pres C M Carr sec
Clarion Wright county Fair Sept 21 to 24 W

Clarion Wright county Fair Sept 21 to 24 w C Brown sec Clarinda Page county Fair Aug 31 to Sept 3 Milt Knox pres W I. Lundy sec Columbus City Columbus Junction District Fair Aug 24 to 27 W H Letts pres R S Johnston sec Corning Adams county Fair Sept 20 to 23 J M Devore pres R J Miner treas H E Wes-

M Devore pres R J Miner treas H E Westrop see
Corydon Wayne county Fair Sept 6 to 10 J N
Davison pres H K Evans see
Cresco Howard county Fair Sept 7 to 11 C D
Nichols pres J C Webster see
Danbury Danbury District Fair Sept 2 to 4 I B
Santee see
Davenport Davenport Fair and Expo Sept 6 to
10 P W McManus see
Decorah Winneshiek county Fair Aug 31 to

Decorah Winneshiek county Fair Aug 31 to Sept 3 H S Coffeen sec
Denison Crawford county Fair Sept 1 to 4 S
Greek pres C F Cassaday sec
Des Moines Ia lowa State Agr Society Sep 9 to 18 W W Field pres Odebolt P L Fowler sec
Dewitt Clinton county Agr society Sept 14 to 17 Geo D Staggs pies C Christiansen sec L S
Harrington treas

18 W W Field pres Odebolt P L Fowler sec
DeWitt Clinton county Agr society Sept 14 to
17 Geo D Staggs ples C Christiansen sec L S
Harrington treas
Donnellson Lee county Fair Sept 14 to 17 E P
Armknecht sec John Hoffner pres
Eldora Hardin county Fair Aug 31 to Sept 3 H
F Carter pres J W Peisen sec
Eldon Eldon Big Four District Fair Sept 7 to
10 W G Crow pres H R Baker sec
Emmetsburg Palo Alto county Fair Sept 1 to 3
Dr J C Davies pres Lewis Stuchmer sec
Fairiax Prairie Valley Fair Assn Aug 24 to 27
Henry M Shank pres E H Knickeroocher sec
Fairfield Jefferson county Fair Aug 31 to Sept
2 S K West pres L J Marcy sec
Fonda Big "4" District Fair assn Aug 31 to
Sept 3 E Kay pres R Wright sec
Forest City Winnebago county Fair Sept 6 to 8
P F Koto pres H M Hanson sec
Greenfield Adair county Fair Sept 7 to 10 Rrnest Funk pres W L Freeman sec
Grinnell Poweshiek Central Aug 17 to 19 Dr
E W Clark pres J R Van Evera sec
Grundy Centre Grundy county Fair Sept 7 to 9
Fred J Frost pres C W Reynolds see
Guthric Centre Guthric county Fair Sept 7 to 10
David Muir pres David Vought sec
Hampton Franklin county Fair Sept 7 to 10
David Muir pres David Vought sec
Harlan Shelby County Fair assn Aug 24 to 27
L H Pickard pres W T Shepherd sec
Holstein Holstein District Fair Sept 6 to 9 J
Weinert pres W F Hutton sec
Humboldt Humboldt county Fair Sept 22 to 24

Holstein Holstein District Fair Sept 6 to 9 J
Weinert pres W F Hutton see
Humboldt Humboldt county Fair Sept 22 to 24
A A McKitrick pres A M Adams see
Ida Grove Ida county Fair Sept 22 to 23 Hon
D Nicill pres Andrew Preston see
Independence Buchanan county Fair Sept 7 to
10 L J Dunlap pres A H Farwell see
Indianola Warren county Fair Sept 13 to 16
J T Wallace pres Carl Anderson see
Iowa City Johnson county Fair Aug 23 to 26
I C Schrader pres A W Bradley see
Jefferson Green county Agr Fair D L Howard
see

Jefferson Green county Agr Fair D L Howard sec

Keosauqua Van Buren county Fair Aug 25 to 27
Geo C Duffield pres W E Davis sec
Knoxville Marion county Fair Aug 24 to 27
Walter Elliott pres T C Gibson sec
Lenox Lenox District Fair Sept 28 to Oct 1 M
F Brown pres M F McEniry sec
Lineville Lineville District Fair assn Sept 21 to
24 W B Wasson pres T J Lovett sec
Malcom Poweshiek Central Fair Aug 24 to 27
M H Meiger pres James Nowak sec
Malvern Mills county Fair Sept 21 to 23 J M
Kline pres I J Swain sec
Manchester Delaware county Fair Aug 31 to
Sept 3 W D Hogan pres B E Miles sec
Mapleton Maple Valley Fair assn Aug 30 to
Sept 2 John Carhart pres J E Jerome sec
Magnoketa Jackson county Fair Sept 7 to 10
Hon A Hurst pres Adam Ringlip sec

Magnoketa Jackson county Fair Sept 7 to 10 Hon A Hurst pres Adam Ringlip sec Marcus Cherokee county Fair Sept 1 to 3 H M Ferrin pres H B Robeson sec Marengo Iowa county Fair Sept 20 to 24 Ellis Hakes pres D M Rowland sec

Mason City Cerro Gordo county Agr Society Sept 13 to 16 John D Glass pres Wm Letts Mechanicsville District Fair Aug 24 to 27 J J

Mechanicsville District Fair Aug 24 to 27 J J
Mershon sec
Mitton Mitton District Fair Aug 31 to Sept 3
Geo W Bell pres H C Hill sec
Missouri Valley Harrison county Fair Sept 27
to 30 W H Femster sec
Monticello Jones county Fair Aug 24 to 27 E
E Hicks pres G R Bishop sec
Mount Air Ringgold county Fair Sept 7 to 10 J
W Scott pres Clyde Dunuing sec
New Hampton Chickasaw county Fair Sept 1
to 3 G W Bigelow pres P Malcom sec
New Sharon New Sharon District Fair Sept 21
to 25 Sidney Harper pres Chas Fregligh sec
Newton Jasper county Fair Sept 6 to 10 S G
Russell sec H D Parsons pres
National Clayton county Fair Sept 7 to 10 John
E Carlett pres F M Adams sec
Newada Story county Fair. Aug 24 to 26 Frank
H Greenawalt sec

E Carlett pres F M Adams sec
Nevada Story county Fair. Aug 24 to 26 Frank
H Greenawalt sec
Northwood Worth county Fair Sept 8 to 10
Nels The son pres Bert Hamilton sec
Odebolt Central West fowa District Fair. W J
Summerville pres W N Oursler sec
Ogden Boone county Fair Sept 21 to 24 S T
Steelsmith pres' J H Eade sec
Orange City Sioux county Fair Sept 22 to 24
F J Lohr sec
Osage Mitchell county Fair Sept 22 to 4 W L
Eaton pres W C Moss sec
Oskaloosa Mahaska county Fair Sept 6 to 9
Geo S Prine pres I. T Shangle sec
Ottumwa Wapello county Fair Aug 16 to 19
Ben S Benson sec
Oxfond Oxford District Fair James Sherlock
pres F W Sies sec
Pella Lake Pranrie District Fair Sept 28 to Oct
1 John DeCook pres Chas Porter sec
Perry Penry District Fair Sept 27 to 30 Allen
Breed pres J T Davis sec
Rhodes Rden District Agl Society Fair Sept 21
to 23 W A Nichols pres Thomas Watts sec
Rockwell City No Fair in 18-7
Puthyen No Fair in 18-7

Rindes Riden District Agi Society Fair Sept 21
to 23 WA Nichols pres Thomas Watts sec
Rockwell City No Fair in 18-7
Ruthven No Fair in 1897
Sac City Sac county Fair Sept 7 to 10 Frank
E Briggs sec
Salem Salem and Hillsboro District Fair Sept 7 to 10 Joel Jones pres Enoch Berry sec Seymour Seymour District Agl Society Sept 13 to 17 J T Lowry pres R E Lowry sec Shelby Shelby District Fair Sept 7 to 9 Roy

Linn pres H E Clapp sec ibley Osceola county Fair Sept 14 to 16 T S

Fair Aug 24 to 27 J C Flenniken pres H W Scofield sec
Sutherland O'Brien county Fair Sept 1 to 3 W S Hitchings pres L J Price sec
Tipton Tipton Fair assn Aug 31 to Sept 3 J E Mofit pres J Sweinhart sec
Toledo Tama county Fair Sept 28 to Oct 1 W G Malin pres A G Smith sec
Traer Traer District Fair Aug 31 2 Sept 2 S H West pres J B Denuis sec
Victor Victor District Fair Aug 31 2 Sept 2 S H West pres J B Denuis sec
Villisca Villisca Union Fair Sept 6 to 8 D B Connelly pres S T Allison sec
Villisca Villisca Union Fair Sept 6 to 9 D W Jackson pres F L Ingman sec
Vinton Benton county Fair Sept 7 to 10 J W Hite pres L A Mitchell sec
Wapello Louisa co Agr Socy Sept 7 to 10 N W McKay sec
Washington Washington county Fair Aug 30 to Sept 2 C R Wells pres J D Glasgow sec
Waukon Allamakee co Agl Society Sep 14 to 17

Sept 2 C R Wells pres J D Glasgow sec Wankon Allamakee co Agl Society Sep 14 to 17 C M Beeman pres J E Baxter vice pres J E Duffy treas Wm S Hart sec Webster City Hamilton county Fair Sept 7 to 10 J W Adams pres I M Greenwood sec West Branch Cedar county Fair Aug 18 to 20 C H Farall pres A A Madson sec West Liberty West Liberty Fair Sept 6 to 9 Albert Whiteacre pres W H Shipman sec West Point West Point District Fair Sept 28 to Oct 1 I ohn Wallasper sec

West Point West Point District Pair Sept 20 to Oct 1 John Walljasper sec
West Union Arlington Agr society Aug 31 to Sept 3 G D Darnall pres L L Farr sec
What Cheer What Cheer District Fair assn
Sept 27 to 30 E R Hatcher pres T C Legoe sec
Wilton Junction The Wilton Fair Sept 21 to 23

J M Rider sec

Yinfield Fastern Iowa District Fair Aug 31 to
Sept 3 Theo Russell pres E C Hinkle sec
Winterset Madison county Fair Sept 28 to Oct 1
W A Forbes pres C A Lee sec

KANSAS.

Burlingamo Osage county Fair Sept 7 to 10 W B Davis see arlington Coffee county Fair Sept 13 to 17 W J Armstrong pres M E Grimes treas J E Chanute Fair assu Sept 7 to 11 Aug

Baries sec
Clay Centre Clay county Fair D H Myers pres
Walter Puckey sec
Cottenwood Falls Chase county Fair Sept 21 to
23 H F Gill It sec
Council Grove Morris county Fair E J Dill sec
Edgerton Johnson county Fair Sept 14 to 17 C
M Dicksyn sec
Erie Neosha county Fair Aug 31 to Sept 3 H
Lodge sec

odge sec nkfort Marshall county Fair Oct 5 to 8 C

Frankfort Marshall county Fair Oct 5 to 8 C
W Brandenberg sec
Fredonia Fredonia Agr Society Aug 24 to 27
J T Cooper sec
Ft Scott aourbon county Fair Sept 13 to 16 W
J Walker sez
Garden City Finney county Fair Sept 21 to 24
D A Miles sec

Garden City Finney county Fair Sept 21 to 24
D A Min s sec
Garnett Anderson county Fair Assn Aug 31 to
Sept 3 J W Garrison press Geo Patton sec
Hiawatha Brown county Fair Aug 31 to Sept
2 G J Johnson press Grant W Harrington sec
Holton Jackson county Fair Sept 13 to 17 S B
McGrew -c
Iola Allen county Agr society Scpt 8 to 11 A
L, Taylor press Lute L Northrup treas H L
Henderson sec

Mound City Linn county Fair Oct 5 to 8 Ed R Smith sec

Ness City Ness county Fair Sept 9 to 11 Sam G Shaeffer sec Olathe Johnson county Fair Aug 24 to 27 W A Pugh sec

Skaloosa Jefferson county Fair ! Sept 7 to 10

Edwin Suyder sec

Edwin Snyder sec
Ottawa Franklin county Fair Sept 20 to 25
Chas H Ridgeway sec
Paola Miami county Agr society Sept 28 to Oct
I J F Bradbury pres P L Ware treas W J
Carpenter sec
Salina Saline county Fair Sept 7 to 10 H B Wallace see
Seneca No Fair in 1897
Sibley Douglass county Fair Sept 8 to 10 Win

Bowman sec Tribune Greeley county Fair Oct 6 and 7 I B Newman sec Winfield The Cowley county Fair and Driving Park Assn. Sept 14 to 17 F W Schwanter pres P H Albright treas W S Kennedy sec

Alexandria Campbell county Agr Society Aug 24 to 28 F M White pres I I Wright sec Bardstown Bardstown Fair Assn Aug 31 to 24 to 28 F M white piece in Assin Aug 31 to Sept 4 Ben Johnson sec 3 welling Green Warren county Fair Assin Sept 8 to 11 J H Malloy pres J M Robertson sec Elizabethtown Elizabethtown Fair Assin Aug 17 to 21 JA Kinkead sec Germantown Fair Sept 1 to 4

Germantown Germantown Fair Sept 1 to 4
John R Walton sec
Greenville Muhlenburg county Fair Assn Oct
12 to 16 Dr T J Slayton pres W L Phillins sec
Hartford Ohic county Fair Sept 30 to Uct 2 T
L Griffin pres W G Hardwick sec
Lawrenceburg Lawrenceburg Fair Aug 17 to
20 J W Gaines sec
Lebanon Marion county Fair Assn Aug 10 to
13 Sam T Spaulding sec
Madisonville Hopkins county Eair Aug 25 to
28 J B Atkinson director in chief C C Givens
sec

Owensboro Davies county Fair Assn Oct 5 to 9
Paducah Paducah Fair and Expo assn Sept 7
to 10 Races July 5 and 6 James M Lang pres
Alex Kirkland sec

Alex Kirkland sec
Paris No Fair in 1897
Shelhyville Shelby County Agr and Mec assn
Aug 24 to 27 T J Doolau pre. Shannon Reid
treas J M Logan sec
Shepherdsville Bullitt county Fair Assn Aug
24 to 27 Wm Simmons pres N T Morrow sec
Un'outown Junion county Fair Oct 5 to 9 J W
Proctor pres W A Berry sec
Versailles N) Fair in 1897
Williamsburg Whitley County Fair assn Sept
I to 3 Walker Mason pres Nick Daniel sec

MAINE.

Bangor Eastern Maine State Agr Society Maplewood Park Aug 30 to Sept 3
Belfast Waldo county Agr Society Sept 21 to 22
Blue Hill Hancock county Agr Society Mountain Park Sept 21 to 23
Bridgton Farmers and Mechanics Club Sept 23
and 24 S S Fuller pres Isaiah S Webb sec
Buxton Buxton and Hollis Agr Society Aug 31
to Sept 2 Buxton Buxton and to Sept 2
Cornish Ossipee Valley Union Agr Assn Aug 24 to 26
Damariscotta Lincoln county Agr Society Oct Januariscona Farmers Club Sept 15 Januariscona Januariscona Farmers Club Sept 15 Januariscona Januariscona Farmers Club Sept 15 Januariscona Januari

to 16 ham Cumberland county Agr Society Nar-

ragansett Park Sept 7to 9
ray Gray Park assn Aug 24 to 26 Wm P
Haskell pres I W Stevens sec
arrison Northern Cumberland Agr Society arrison Northern Chimbertanu Ag. Sept 21 and 22
lartland East Somerset Agr society Sept 7 to 9
P W Thompson pres S H Goodwin see
ewiston State Agr society Aug 30 to Sept 3
fonroe Waldo and Penobscot Agr society Sept

14 to 16 embroke Washington county Agr Society Sept 15 and 16
ortland New England Fair Aug 16 to 21 F
H Appleton pres Peabody E T Rowell sec
Lowell

ifield Kennebec county Agr Society Sept 7 to 9
Unity North Waldo Agr Assn Unity Trotting
Park Sept 29 and 35
West Cumberland Cumberland Farmers Club
Fair Sept 28 and 29

MARYLAND.

Easton Talbot county Pair Aug 31 to Sept 3 Jos R Harrington pres Martin M Higgins see Prederick City The Frederick Pair Oct 1910 22 Harry C Keefer sec

Harry C Recei Sec.
Hagerstown Oct 12 to 15
Rockville Montgomery co Fair Aug 31 to Sep
2 John E Muncaster secy Norbeck
Timonium Maryland State Fair in conjunction
with Baltimore county Fair Sept 14 to 17 H C
Longuecker sec Towson Md
Upper Marlboro Aug 17 to 20

MASSACHUSETTS.

Amesbury Amesbury and Salisbury Agr society
Fair Sept 28 to 30 A H Fielden sec C W
Woods pres Newbury
Amherst Hampshire county Fair Sept 28 and
29 Herbert Sabin sec Geo P Smith pres Sunderland
Athol Worcester Northwest Fair Oct 5 and 6
J H Humphrey sec B W Spooner pres
Barnstable Barnstable county lair Aug 31 to
Sept 2 H M Hutchins sec John Simpkins pres
Varmouth Varmouth
Barre Worcester county West Sept 30 and Oct 1
Matthew Walker sec Geo Mixter pres Hardwick
Blandford Union county Fair Sept 15 to 17 E
W Boise sec Geo Eminons pres

Boston Massachusetts Horticultural Fair Sept 30 and Oct 1 Robert Manning sec Francis H Appleton pres Peabody id Oct 1 Robert Manning secleton pres Peabody
ewater Plymouth county Fair Sept 15 to
Jeo M Hooper sec 1 N Nutter pres
on Brocton Fair Oct 6 to 9 Hon H W Roton pres E M Thompson treas Ira Cope-

land sec
Charlemont Deerfield Valley Fair Sept 16 and
17 SW Hawkes sec C K Leavitt pres
Cummington Hillsde Fair Sept 28 and 29 W
G Atkins W Cummington sec S W Clark pres
Fitchburg Worcester North Fair Sept 21 and
22 John H White sec Lunenburg J L Harrington pres Lunenburg

Whitney pres Great Barrington Housatonic county Fair Sept 29 and 30 Frank H Briggs sec CA Benedict

29 and 30 Frank H Briggs see Ca beneaux pres Egremon
Greenfield Franklin county Fair Sept 23 and 24 F N Thompson see A A Smith pres Colrain Hingham Hingham county Fair Sept 28 and 29
Wm H Thomas see E L Ripley pres

Nibourn sec South Lancaster John F. Inayer Ures
Lowell Middlesex North Sept 16 to 18 E T
Rowell sec A C Vernum pres
Marshfield Marshfield county Fair Aug 25 to
27 Francis Collamore sec North Pembroke
Walter Hall pres
Middlefield Highland county Fair Sept 8 and
19 John T Bryan sec Jonathan McElwain pres
Nantucket Nantucket Agi society Sept 1 and 2
J F Murphy sec Thos G Macy pres
North Attleborough Manufacturers Agr Fair
Aug 31 and Sept 1 Wm H Pond sec W H Riley
pres

North Attleborough Manulacturers Agr Pair Aug 31 and Sept 1 Wm H Pond sec W H Riley pres
North Adams Hoosac Valley Fair Sept 22 and 23
Geo F Adams Sec W B Plunkett pres
North Ampton Hampshire Franklin and Hampden Fairs Cot 6 and 7 S S Warner sec H C
Comins pres Hadley
Oxford Oxford Fair Sept 21 and 22 W H H
Thurston sec J W Stockwell pres Sutton
Palmer Eastern Hampden Fair Sept 21 and 22
F D Barton sec A D Norcross see Monson
Peabody Essex Fair Sept 21 to 23 Francis H
Appleton sec Chas S Sargent pres Brookline
Pittsheld Berkshire Fair Sept 21 to 23 Francis H
Wright sec F A Palmer pres Stockbridge
South Weymouth Weymouth Fair Sept 23 to 25
H Wilbur Dyer sec B F Poole pres Rockland
Spencer Spencer Fair Sept 23 and 24 F B Watson sec I J Comius pres
Springfield No Fair in 1897 W F Gale sec
Sturbridge Worcester South Fair Sept 16 and
17 E V Corey sec A B Chamberlain pres
Taunton Bristol co fair Sept 21 to 23 Gertrude
Williams sec W C Baylus pres
Uxbridge Blackstone Valley Fair Sept 28 and
29 Augustus Story sec Saml B Taft pres
West Tilsbury Martha's Vineyard Fair Sept 21
and 22 B T Hillman sec Edgartown H G Morton pres
Worcester Massachusetts State Grange Fair
Aug 31 to Sept 3 John B Bowker sec W C
Jewett pres

MICHIGAN.

Allegan Allegan county Agr Society Sept 28 to
Oct 1 Chas Miner pres T S Updyke sec

28 to Oct 1 E E Leiand pres R C McAllister
sec
Bad Axe Huron county Agr Society John J
Murdock pres A L Wright sec
Caledonia Caledonia Union Fair Oct 6 to 8
Chas H Kinsey sec
Coldwater Branch county Fair Assn Sept 21 to
24 A J Aldrich sec
Coopersville Sept 21 to 24 C DeVos sec
Caro Caro District Agr Assn Sept 28 to Oct 1
Chas Montague pres F B Rainsford sec
Dowagiac Dowagiac Union Fair Sept 28 to
Oct 1 Samuel Johuson sec
Grand Rapids Michigan State Agr society Sept
6 to 11 Wm Ball pres Hamburg H S Fralick
sec

sec
Grand Rapids Kent County Agr assu Sept 20
to 24 A H Greenley sec
Hadley Hadley District Agr and Hort society
Sept 28 to 30 F A Smith sec
Hastings Barre county Ind Fair Sept 28 to Oct
1 A F Sylvester pres Irving R M Bates sec
Hillsdale Annual Fair Sept 26 to Oct 1 C W
Terwillinger sec
Ionia Ionia District Fair assu Luther E Hall
pres W I Week treas Chas A Cornell sec

Ionia Ionia District Fair assn Luther E Hall pres W L Peck treas Chas A Cornell sec Ironwood Gogebic County Agr society Sept 9 to 11 W S Gooodland pres C E Hauk sec Litchfield Fair for 1897 doubtful L B Agard sec Midland Midland County Agr society Sept 14 to 16 Thos McCullough pres Jas G Culver sec Mt Pleasant Is bella county Fair Sept 28 to Oct 1 J E Chatterton sec Muskegon Muskegon county Fair Sept 7 to 10 J C Ford pres Pruitport R A Fleming sec Owosso No Fair in 1897 E O Dewey sec Plymouth Plymouth Fair Assn Sept 14 to 17 J M Collier sec Traverse City Grand Traverse county Agr and

MINNESOTA.

Ada Norman county Agr society Sept 30 to Oct 2 Louis Hintze sec Aitken Aitken county Agr and Stock Breeders' assn W B Marr sec Albert Lea Minnesota State Butter and Cheese Makers' assn John A Turnbull sec Wells Albert Lea Freeborn county Agr society G N Hopkins sec Hopkins sec
Alexandria Douglass county Agr Society Sept
25 to 27 W I Jordan sec
Austin Mower county Agr society N S Gordon Barnum Carlton county Agr society W H Noyes sec
Benson Swift county Agr society J W Clark sec
Bird Island Renville county Agr society J 8

Blue Barth City Faribault county Agr society
Oct 4 to 6 W Whitfield sec
Caledonia Houston county Agr society E P
Dorival sec dige Isanti county Agr society Sept :2 3 W H Dunbar sec Carver county Agr society W H Noyes

sec Chaska Chaska Agr Assn Sept 23 to 25 VJ hasea Chusha agr and Driv-Greiner sec rookston Northern Minnesota Agr and Driv-ing assn I V E Wyatt sec urrie Murray county Agr Society Oct 7 and 8 Neil Currie sec Juluth St Louis county Agr society Sept 22 to 25 JE Cooley sec Elbow Lake Grant county Agr society H W

Barker see
Fairmont Martin county Agr society Sept 27 to
29 Edw F Wade see
Faribault Rice county Agr society N S Erb see
Farmington Dakota county Agr Society Sept
21 to 23 W H Brownell see
Fertile Polk and Norman county Fair assn
John Holton see Thirteen Towns' Agl society A W

Fossion Infleen Lowns Ag. Society A w. Foss sec
Garden City Blue Earth county Agr Society
Sept 1 to 3 E W Parker pres W H Over sec
Edgar Dilley treas
Hallock Kittson county Agr society E A Nel-

Hallock Edition county Agr Society E A Nelson sec Hamiline State Agr Socy Sep 6 to 11 Ed Weaver pres Maukato E W Raudall sec Howard Lake Wright county Agr Society Sept 28 to 30 J C Holbrooke sec Hutchinson McLeod county Agr Society Sept 15 to 17 H C Lyon pres J F Slover sec Jackson Jackson county Agr Society F E Bailey sec

Bailey sec asson Dodge county Agr Society Sept 14 to 17 Aug E Anderson sec Le Sueur Le Sueur county Agr Society Sept 15 to 17 M W Grimes sec Long Prairie Todd county agr society A L. Strauss sec

Strauss see County Agr Society A 1,
Strauss see McIntosh county Agr Society Sept 16
to 10 C R Lauman see
Madison Lac qui Park Agr Society Sept 23 to
25 H I, Hayden see
Mora Kauabec county agr society M E Rutherford see Mora Kanabec county agr society at a control ford sec Morris Stevens county agr society D T Whea-

Morris Stevens county agr society DT Wheaton sec
New Ulm Brown county Agr Society Aug 26 to
28 Albert Steinhauser sec
Northfield Rice county Union CH Pierce sec
Owatonna Steele county Agr Society Aug 25 to
27 J Frank Dean sec
Park Rapids Shell Prairies Agr Society Sept 16
to 18 H F Witter sec
Pine City Pine county agr society J D Vaughan
sec

sec Pipestone Pipestone agr society Robert Scarf sec
Preston Fillmore county Agr Society Sept 15 to
17 W P Durst sec
Princeton Mille Lacs agr society J W Hartman sec

od Falls Redwood agr society O L Dorn-Redwood Falls Redwood agr society O L Dornberg see
Rush City Chicago and Pine Agr Society Sept
14 to 16 V D Eddy see
St James Watowan Agr Society Sept 22 to 24
F B Lynch see
St Paul State Fair Sept 6 to 11 Ed Weaver
pres Mankato A B Moffatt treas Mankato E
W Randall see Hamline
St Peter Nicollet Agr Society Sept 1 to 3 John
A Johnson see

t Peter Nicollet Agr Society Sept 1 to 3 John A Johnson sec
t Vincent St Vincent Union Industrial Assu Oct 7 and 8 Wm G Deacon sec
layton Murray county agr and mechanical Fair assu W J McAllister sec
Vaseca Wastca county A M & 1 Society Sept 2
to 4 E R Latham sec
Vindom Cottonwood Agr society Sept 27 to 29
L I Robinson sec to 4 E.R. Latham see
Windom Cottonwood Agr society Sept 27 to 29
L. J. Robinson see
Winnebago City Faribault Agr and Joint Stock
society Sept 30 to Oct 2 M H Oliver see
Worthington Nobles Agr society Sept 21 to 23
E.A. Tripp see
Zumbrota Goodhue Agr society Sept 29 to Oct
1 M H Baskfield see

MISSISSIPPI.

Natchez Natchez Pair assn Nov 15 to 20 Vicksburg West Mississippi Agr society Nov 8 to 13 J A Conway sec

MISSOURI.

Belton Belton Fair assn Aug 17 to 20 WA Office of the County Fair assn Aug 24 to Carrollton Carroll County Fair assn Aug 24 to 27 R P Queen sec Chillicothe Chillicothe Fair Assn Sept 7 to 10 John W Graves pres A P Shour sec Dexter The Stoddard county Agr Society Aug 24 to 29 A A Joendt pres C D Bailey sec Rdina Knox county A & M Assn Aug 24 to 27 R M Biggerstaff pres J J Jack sec Fulton Callaway county A & M Society Sept 7 to 10 J S Watson pres J R Penn sec Harris Harris District Fair Assn Aug 23 to 27 John T Haley pres Dr W H Watson sec Holden Holden Fair Aug 10 to 13 Thomas Kennedy sec Holden Holden Fair Aug to to 13 Thomas Kennedy sec Kahoka Clark county A & M Assn Aug 31 to Sept 3 Wm Boulware press Jos Vandolah sec La Plata La Plata Fair Assn Aug 31 to Sept 2 A S Ray press G B Easley sec Lee's Summitt Jackson county Fair Assn Sept 28:00ct 1 & M Hanlon sec Mattand Nodaway Valley Pair Assn Aug 17 to 2 Ed L Hari sec Mexico Mexico Fair assn Aug 10 to 14 S B Cook press Theodore Williams sec Milan Sullivan county Fair Sept 8 to 11 James Sterling press Cory B Long sec Wm McClanahan supt Platte City The Platte county A M & S Assn D A Chesnut press Wm Forman sec Rich Hill Rich Hill Fair assit Aug 17 to 20 S T Broaddus sec Rockport Rockport Fair Assn Sept 14 to 17 J W Young sec t Joseph St Joseph Pair Assn Aug 23 to 28 Palmer L Clark sec t Louis St Louis fair assn Oct 4 to 9 Robert

Aull vice-president and gent manager jos A Murphy sec renton Fair Sept 14 to 17 P H Trenton Trenton ran.
Vakey see Springfield Fair assn Sept 6 to 1 H F Denton sec Vashington Franklin County A & M assn Sept 8 to 11 Louis F Pues sec

NEBRASKA.

Ainsworth Brown county Sept 30 to Oct 2 D D Carpenter pres C F Barnes sec Auburn Nemaha county Sept 28 to Oct 1 Wm Watson pres C F Neal sec Aurora Hamilton county Sept 14 to 17 T A Mc-Kay pres I, W Shuman sec Bassett Rock county Agr society Sept 23 and 24
J H Putnam pres W T Phillips sec
Beaver City Furnas county Sept 28 to Oct 1 O
W Clark pres I T Nickerson sec
Bertrand Phelps county Fair assn Oct 5 to 8 C
C Gibbons pres J F Wolfe sec
Blair Washington county C Gibbons pres J F Wolfe sec
Blair Washington county Agr society Sept 14 to
16 A C Jones pres C T Farnham sec
Broken Bow Custer county Sept 28 to Oct 1 L
H Jewett pres E R Purcell sec
Central City Merrick county Agr society Sept
14 to 16 M Cuddington 5ec
Chadron Dawes county Agr society Sept 9 to 11
W W Wilson pres Wm Wilson treas B F Pitman sec Chas Mann general supt
Clay Centre Clay county Fair Sept 28 to Oct 1
B W Campbell pres W J Gardiner treas L F
Fryar sec B H Dunn general supt
Columbus Platte county Sept 20 to Oct 1 L H

Fivar Sec B H Duni general supt
Columbus Platte county Sept 29 to Oct 1 L, H
North pres Gus Beecher sec
Culbertson Hitchcock county Agr society Sept
13 to 15 W Z Taylor sec
David City Butter county Sept 21 to 24 E Sholes
pres E G Hall sec
Elmwood Himwood Agr assn Sept 7 to 10 H
G Beardslee sec

Himwood Elimwood Agr assn Sept 7to 10 H
G Beardslee sec
Elwood Gosper county Fair assn Sept 8 to 11
W T Parknison pres A M White sec
Fairbury Jefferson county Sept 7 to 10 J Helvey pres: W W Watson sec
Franklin Franklin county Sept 28 to 30 H M
Warriner pres A Blacklidge sec
Fremont Bodge county Sept 28 to 30 W H Mead
Dres W H Haven sec

ores W H Haven sec
Geneva Fillmore county Agr assn Sept 7 to 10
J D Hamilton sec
Gering Scotts Bluff county Fair assn F D
Walt sec
Grand Island Hall county Fair Sept 28 to Oct 1
W H Harrison pres D H Vantine sec
Greeley Centre Greeley county Fair assn P J
Kerrigan sec

decker see

Lyons Wayne county agr society Sept 16 to 18
WA Langdon pres A F Sheldon see
Malone Franklin county agr society Sept 28
to Oct 1 F W Lawrence pres W J Mallon see
Middletown Orange county agr society Sept
14 to 17 Augustus Denniston pres Washingtonville David A Morrison see Newburg
Mineola L I Queen's County Agl Society June
16 17 and Sept 21 25 Thos H Bacon Jericho L I
see

Grand Island Hall county Fair Sept 28 to Oct 1
W H Harrison pres D H Vantine sec
Greeley Centre Greeley county Fair assn P J
Kerrigan sec
Harrison Cedar county Sept 15 to 17 A R
Gable pres Z M Baird sec
Harrison Sioux county Agr society E E Livermore pres W H Davis sec
Indianola Red Willow county Sept 14 to 17 W
S Fitch pres McCook W A McCord sec
Kearney Buffalo county Sept 14 to 17 E J Hub
bell pres J R Showe sec
Lincoln Laucaster county Agr society Oct 5 to
8 O W Webster pres H C Voung sec
Loup City Sherman county Agr assn Sept 13
to 15 C L Drake pres W R Mellor sec
Madison Madison county Sept 28 to Oct 1 A
McGehee pres A C Tyne sec
Madid No Fair in 1897
Minden Kearney county Sept 7 to 10 L M Copeland pres H B Trough sec
Neligh Neligh Fair assn Wm Campbell sec
Nelson Nuckells county Agr assn Sept 13 to 16
W G Bradley sec
Omaha Nebraska State Fair Sept 17 to 24
Milton Doollittle pres North Platte Robt W
Furnas sec Brownville
Orleans Harlan county Agr society Sept 13 to
16 M B Holland pres Orleans Neb. D 8 Wag-

Furnas see Brownville
Orleans Harlan county Agr society Sept 13 to
16 M B Holland pres Orleans Neb Dis Waggoner see Stamford Neb
Pawnee City Pawnee county Agr society Sept
15 to 17. C A Schaggsal see
Plattsmouth Cass county agr society Sept 14 to
18 J H Becker pres C D Cummings see
Red Cloud Inter State Fair Oct 5 to 9 D J
Myers see

Red Cloud Inter State Fair Oct 5 to 9 D J
Myers acc
Salem Richardson county Sept 28 to Oct 1 V
Arnold pres Verdon N N Allen sec
Seward Seward Fair assn Sept 14 to 17 Thos
H Wahe sec
Syracuse Otol county Fair and Driving Park
assn Sept 13 to 16 A F Coddington pres F E
Brown sec

Brown sec
Tecumseh Johnson county Fair assn Oct 4 to 8
W Robb sec
Tekemah Burt county Sept 8 to 10 E C Houston pres G W Green sec
Wahoo Saunders county Sept 21 to 24 N B
Bergrew pres L W Gilchrist sec
West Point Cuming county agr society C Rupp
Dres James C Rillott sec
Wilber Saline county Fair Sept 14 to 16 Geo H
Ross pres E Ballard treas S D Davis sec
York York county Fair Sept 13 to 16 W N Redder pres Geo S Cook sec

NEW HAMPSHIRE.

Bristol Bristol Fair assn Zern Tilton sec Plymouth Plymouth Fair assn Aug 31 to Sept 2 C C Wright sec Rochester Rochester Fair Sept 21 to 24 Hon I W Springfield pres A S Parshley sec Tilton New Hampshire Grange Fair Sept 14 to 16 W H Stinson pres Dunbarton T O Taylor treas Sanbornton G H Wadleigh sec

NEW JERSEY.

Juo Guild Muirhead sec Vaverly Park N J State Fair Sept 6 to 10 Wm R Thompkins pres P T Quinn sec

THE BILLBOARD

NEW MEXICO.

Angelica Allegany county Agr society Sept 14 to 16 R S Bartlett pres H E Dudley sec

Ballston Spa Saratoga county Agr society Aug 23 to 27 H C Dates pres Frank I, Smith sec Birchton

Batavia Genesee county Agl Society Sept 20 to 23 Jos N Parker pres Elba C D Harris treas Elba A E Brown sec

Canandaigua Ontario county Fair assn Sept 21 to 23 RM Lee pres Wm H Warfield sec

Phoenix Phoenix Union agrassin J.L. Decker
sec
Plattsburgh Clinton county agr society Sept 7
to 10 W T Burleigh sec
Pottsdam Racket Valley and St Regis Valley
agr society Sept 21 to 24 F A Weed pres
Harris H Fay sec
Poughkeepsic Dutchess county agr society Sept
21 to 24 R W Rives pres E R Bain sec
Riverhead Suffolk county Agr society Sept 25
to 30 Sylvester M Foster sec
Rochester Western New York Agr Society
Sept 13 to 17 J H Sherman pres E S Burr sec
Rome Oneida county Fair assn Sept 20 to 24
J B Cushman sec

Rome Oncida county Fair assn Sept 20 to 24
J H Cushman sec
Sandy Hill Washington county Agr society
Sept 7 to 10 John R Tanner pres S B Ambler sec
Schoharie Schoharie county agr society Sept
27 to 30 Frank K Grant sec
Stamford Stamford Fair assn Aug 17 to 20 W
M Beckley sec

Stamford Stamford Fair assn Aug 17 to 20 W M Beckley sec Syracuse New York State Fair Aug 23 to 28 Jas B Docharty sec Syracuse State Agr Socy Aug 23 to 28 Benj F Tracy pres W Judson Smith treas and genl migr Theodore H Coleman sec Warsaw Wyoming county agr society Sept 14 to 16 A A Luther pres C W Smith sec Waterloo Seneca county agr society Sept 21 to 23 1 L Huff pres Edward Nugent sec Watertown Seventy-ninth Aunual Fair of the Jefferson County Agr society Sept 7 to 16 H S Rarbour pres W R Skeels sec P T Hammond general supt Westport Essex county Agr Society Sept 14 to 16 W A Tucker pres C E Stevens sec Whitney's Point Broome county agr society. Sept 7 to 10 H J Wattles pres F E Dllen sec

Burlington The Alamance Fair Oct — S H
Webb sec
Fayetteville Cumberland county agr assn Nov
10 to 12 G W Lawrence sec
Maxton Border Exposition Oct 27 to 29 M
McNair pres W B Harker sec
Raleigh State Fair Oct 18 to 23 John Nichols sec Bennehan Cameron pres
Rocky Mount Rocky Mount Fair Oct 27 to 29
W S Wilkinson sec Richard H Battle pres Ibuquerque Territorial Fair assn Sept 13 to 19 C F Myers pres J E Saint sec NEW YORK. lbion Orleans county Fair assii Sept 23 to 25 E A Rowley pres L H Beach sec Altamont Albany county Agr society and Expo Sept 13 to 16 Jas Keerholts pres Geo F Tay-

OHIO.

Ada Tri-County Fair Aug 31 to Sept 3 A N Rice sec
Akron Summit county Fair Oct 5 to 8 L S Elbright pres Geo W Brewster treas Albert Hale sec Mogadore
Ashland Ashland Fair Aug 31 to Sept 3 R J Simonton pres J Cohn treas A W Fritzinger sec

NORTH CAROLINA.

Bath Steuben county agr soci ty Sept 28 to Oct 1 Barnet I, Retan pres Bradford Chas A Schultz sec sec
Athens Athens county Fair Aug 24 to 26 N
W Baker pres Winfield S Scott treas D M
Burchfield sec

Brockport Brockport Union agr society Sept 30 to Oct 2 Chas Garrison pres Geo B Harmon sec Brookfield Brookfield Agl Society Sept 21 to 23 W A Grant sec Cambridge Cambridge Fair Aug 31 to Sept 3
John I, Pratt Jr sec

Burchfield sec
Bellefontaine Logan county Fair Sept 28 to
Oct 1 LH Pool pres DeGraff Chas R Rogers
treas DeGraff Banner M Allen sec
Berea West Cuyahoga Fair Sept 14 to 16 Wm
Biddulph pres Dover W J Poots treas Strongsville C H Busby sec
Boston (Owensville PO) Clermont county Fair
Sept 6 to 10 Bennett Behymer pres Locust
Corner J O Rapp treas Owensville John
Rowan sec Blowville
Sowling Green Wood county Fair Frank Pow-

kowan sec Blowville
Sowling Green Wood county Fair Frank Powell pres Perrysburg E B Beverstock sec Tontogany J O Avery sec Weston
Sucyrus Crawford county Fair Sept 21 to 24
E B Monnett pres M J Monnett treas B
Beal sec

21 to 23 K M Lee pres Wm H Warheld sec
Carmel Putnam county agrassin Aug 24 to 27
Philip Diehl pres G R Cole sec
Chatham Columbia county agr society Sept 7
to 10 John P Mikle pres W A Darcless sec
Cooperstown Otsego county Fair assn Sept 20
to 22 F L Quaif sec
Delhi Delaware county Agl Society Aug 31 to
Sept 2 R P McIntosh sec
Dryden Dryden Fair Sept 21 to 23 S G Lupton
pres J B Wilson sec
Ellenville Ulster county Fair Sept 7 to 9 John
J Ryan sec Beal sec
Burton Geauga county Fair Sept 14 to 17 Chas
Hall pres East Claridon H C Tuttle treas P
W Parmalee sec
Cadiz Harrison county Fair Sept 29 to Oct 1
A D McGuire pres Sam'l Hamilton treas J
C Glover sec

Ellenville Ulster county Fair Sept 7 to 9 John J Ryan sec
Elmyra Chemung county Fair Aug 30 to Sept 3
Geo McCann sec
Fondu Montgomery county Agr society Sept 6
to 9 J D Snow pres Palatine Bridge Wm Wiles
treas Fultonville J B Martin sec
Geneseo Livingston county agr society No fair
in 1897 H V Colt sec
Hamburgh Erie county agr society Sept 13 C Glover sec
Canal Dover Tuscarawas county Fair Sept 21
to 24 H W Streb sec
Canfield Mahoning county Fair Sept 28 to 30
S D L Jackson pres Youngstown S A Fogg
treas J H Ruhlman sec Youngstown
Canton Stark county Fair Sept 28 to Oct 1
M Welty pres North Industry H A Wise treas
J H Lehman sec
Carrollton Carroll county Fair Sept 28 to Oct 1
Jas A Lee pres Harlem Springs Thos J Saltsman treas C A Tope sec
Carthage Hamilton county Fair Aug 17 to 20

Hamburgh Erie county agr society Sept 13 to 17
Hornellsville Hornellsville Farmers' Club Sept 6 to 10 L A Waldo pres Milo M Acker sec Ithaca Tompkins county agr society Aug 31 to Sept 3 Clinton D Boulton pres Amasa G Genung sec A H Platts manager races Jamestown No fair in 1897
Johnstown Fulton county agr society Aug 30 to Sept 2 Oliver Getman pres Eugene Moore sec

man treas C A Tope sec
Carthage Hamilton county Fair Aug 17 to 20
Chas G Mitchell pres Wyoming Wm H Blair
treas Madisonville D L Sampon sec Silverton
Celina Mercer county Fair Aug 17 to 20 S H
Weaver pres Early J M Winter treas C W
Halfhill sec Mercer
Chagrin Falls Cuyanoga county Fair Sept 7 to
10 L R Dunham pres Newburg Wm Rodgers
treas Geo B Huggett sec
Chillicothe Rose county Fair Aug 3 to 6 Clark
W Story pres Theo Spetnagle treas H W
Woodrow sec sec Lockport Niagara county agr society Sept 22 to 25 Geo H Bradley pres John Darrison sec Lowville Lewis county agr society Sept 14 to 17 A M Seymour pres Copenhagen W S Win-decker sec

Woodrow sec'ircleville Pickaway Breeders' assn Summer
meeting July 20 to 23 W E Morris pres W S
Smith treas A J Grigsby sec
Jolumbus Ohio State Fair Aug 30 to Sept 3
J T Robinson pres Rockaway J C Bower treas
Columbus W W Miller sec Columbus
Coshocton Coshocton county Fair Oct 12 to 15
Ed M Hanlon pres Corwin McCoy treas Robt
Boyd sec

Boyd sec roton Hartford Central Fair Sept 7 to 10 Ho-mer Green pres Johnstown J Coleman treas L C Clark sec ast Liverpool Aug 31 to Sept 3 A W Steven-son sec

son sec
faton Preble county Fair. Sept 27 to Oct 1 J
C Anderson pres Camden C F Brooke Jr treas
Henry H Farr sec
flyria Lorain county Fair Sept 21 to 24 J L,
Reed pres North Ridgeville JE Williard treas
W B Johnston sec

Sec Newport No fair in 1897
Norwich Chenango county agr assn Aug 31 to Sept 3 C W Laupher pres F Joe Schoon sec Olean Grand Street Fair Sept 7 to 10 Wm Horner pres C H Rowland sec L H Brooks advertising manager Oneonta Oneonta Union agr society Sept 13 to 16 S L Huntington sec O angeburgh Rockland County A & H Society Sept 21 to 24 C Irving Hopper pres Edward Earl sec W B Johnston sec indlay Hancock county Fair Sept 22 to 25 W A Williamson pres Mt Cory J G Hull treas Earl sec
Owego Tioga county agr society Sept 7 to 9
Herman M Pilbary pres I. W Kingman sec
Penn Yan The Yates county agr society Sept
21 to 23 Ira R Brundage pres Orville F Ran-J J Cole sec ostoria Northwestern Ohio Fair assn Races June 29 to July 2 Fair Aug 17 to 20. N Saltsmon pres C Germon treas Geo W Cunningham sec

Fremont Sandusky county Fair Sept 21 to 24 Wm J Smith pres A C Plagman treas Jas A Smith sec

Galena Delaware county agr society No fair in 1997 E G Furniss sec Georgetown Brown county Fair Oct 5 to 8 V K Thompson pres Ben B Whiteman treas W Hedrick sec Russellville

W Hedrick see Russellville

Greenville Darke county Fair Aug 23 to 27 J
M Brown pres Delisle Ed Ammon treas Gordon F M Eidson see
Hicksville Hicksville Fair Sept 7 to 10 J M
Ainsworth see J E Coburn see
Hillsboro Highland county Fair S P Scott
pres W H Haley treas H L Wiggins see No
Fair in 1897
Jefferson Ashtabula county Fair Sept 21 to 24
W H Brown pres Geneva L M Cornwell treas
Chas C Baboock see

Kenton Hardin county Fair Sept 7 to 10 W F
Hufford pres Ada A M Rice treas F H Rummel see

Hunord pres Ada A M Rice treas F H Rummel sec
Kinsman Kinsman Stock and Agr Co H J
Ward pres E H Bidwell treas H J Tobes sec
Lancaster Fairfield county Fair. Oct 13 to 16
T J Barr pres Amanda C B Whiley treas W
T McClenaghan sec

T McCleniaghan sec
Lebanon Warren county Fair Sept 14 to 17
Huse Bone pres F M Cunningham treas
Geo W Carey sec
Lima Allen county Fair Sept 14 to 17 Henry
C Adgate pres E W Eusten treas Elida T B
Bowersock sec
London Madison county Fair Sept 7 to 10
Chas A Wilson pres Summerford M L Rea
treas E B Pancake sec
Mansfield Richland county Fair Sept 7 to 10
W H Gifford sec
Marietta Washington county Fair Sept 14 to 17
F G Best pres J H McConnell treas J C
Brenan sec

Brenan sec
Marion Marion county Fair Sept 28 to Oct r
Albert Oborn pres S N Titus treas J E

Albert Oborn pres S N Titus treas J E Waddell sec Marysville Union county Fair Sept 28 to Oct 1 John K Dodge pres New California C S Chapman treas E W Porter sec McConnellsville Morgan county Fair Sept 1 to 3 John G Walker pres J W McRihiny treas M E Danford sec Mechanicsburg No Fair in 1897 F S Barr sec Medina Medina county Fair Sept 7 to 9 E S Bissell pres LeRoy A T Spitzer treas Hiram Goodwin sec Millersburg Holmes county Fair Sept 28 to Oct 1 A W Logsdon pres W G Rudy treas G F Gilbert sec Montreller Montreller Fair Sept 20 to 24 LO

F Gilbert sec Iontpelier Montpelier Fair Sept 21 to 24 J C Holloway pres A P Rothenberger treas C C Holloway pres A F ROLLEGOLD CONTROL OF STATE OF

ter sec
Newark Licking county Fair Aug 24 to 27 B
N Sigler pres Homer A J Crilly treas Ad C
Seymour sec.

Seymour sec.

New Bremen New Bremen Tri-County Fair
Aug 31 to Sept 3 Fred Wiemeyer sec
New Comerstown Central Ohio Dist Fair Oct
5 to 8 Henry Hess pres Albert Wolfe treas
Thos P Leland sec
New Lexington Perry county Fair Sept 14 to
17 T J Tracey pres Patrick Coyle treas Chappelear sec

17 T J Tracey pres Patrick Coyle treas Chas C Chappelear sec
New London New London Fair assn Running meeting June 10 and 11 Trotting meeting Aug. 12 and 13 C C Post pres O G Carter Jr sec
Orrville Central Ohio Fair Co Sept 14 to 17 R F Christy pres E P Williams treas Proctor E Leas sec
Ottawa Putnam county Fair Oct 5 to 9 A L, Faul pres C H Rice treas A PSandles sec
Paulding Paulding county Fair Sept 14 to 17 J S Slager pres W B Jackson treas George P Hardy sec
Pomeroy Meigs county agr society Sept 14 to 17 P B Stanbery pres H C Fish sec
Port Clinton Ottawa county Fair Aug 25 to 27 G W Sloan pres F W Camper treas J J Ineicheu sec
Proctorville Lawrence county Fair Sept 8 to 10 J P Eaton pres LaBelle J W Rucker treas W W Reckard sec

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Ravenna Portrge county Fair Sept 21 to 24 C
R Doolittle pres Streetsboro C H Laubert treas
Lafayette Smith sec
Richwood Richwood Tri-County Fair Oct 12 to
15 L H Bechtol pres York Robt Smith treas
I E Robinson sec

J F Robinsonsee
Ripley Ripley Fair Aug 24 to 27 G F Young
pres L H Williams sec
Rock Springs Meigs county Fair Sept 14 to 17
P B Stanberry pres Pomeroy John McQuigg
treas Pomeroy H C Fish sec Pomerov
Salem Salem Fair and Expo Co Sep 7 to 9
Sandusky Erie county Fair Sept 21 to 24 C
W Taylor pres Geo R Prout treas John T
Mack sec

Mack sec Sidney Shelby county Fair Sept 21 to 24 H Guthrie pres E F Duncan treas J E Russell

sec mithfield Jefferson county Fair Sept 22 to 24 I S Vale pres Chas McKinney treas J O

Hayne sec
Smyrna Stillwater Union Industrial assn Sept
14 to 16 D R Bethel pres L W Fisher sec
Springfield Clark county Fair Aug 24 to 27 E
W Kanders pres Lawrenceville J H Gurlough
treas Pitchin Wm Jenkins sec Seth
St Clairsville Belmont county Fair Sept 1 to 3
A C Darrah pres E G Amos treas T C Ayres

Sec Toledo Tri-State Fair Aug 24 to 27 TB Tucker Miami county Fair Sept 27 to Oct 1 T S att pres Joen A McCurdy treas W I Ten-

ney sec
Upper Sandusky Wyandot county Fair Sept 7
to to S B Gillett pres Carey Henry Kear
treas Oscar Billhardt sec
Urhana Champaign county Fair Aug 17 to 20
C H Ganson pres H P Wilson treas J W
Crowl sec Van Wert Van Wert county Fair Sept 7 to 10

J S Stuckey pres E B Gill:land treas O D

Swartout sec Vapakoneta Auglaize county Fair Sept 28 to Oct 1 J T Van Horn pres New Hampshire Frank Rigdon treas Uniopolis M J Crawford

warren Trumble county Fair Aug 31 to Sept 3
SF Bartlett pres O D Morgan treas James L
Kennedy sec
Washington Guernsey county Fair Sept 28 to
Oct 1 A S Clark pres Cambridge R S Frame
treas V D Craig sec
Washington C H Fayette county Fair Aug 10
to 13 B H Millikin pres H D Pursell treas N
B Hall sec

B Hall sec
Wauseon Fulton county Fair Sept 21 to 24 L
G Ely pres Fayette G W Howard treas Winameg Thos Mikesell sec
Westerville Central Ohio Tri-County Fair Aug
16 to 20 G W Meeker pres L R Seeley treas
Columbus Burr Linnabarry sec
Weston Weston Fair assn Sept 28 to Oct 2 J
O Avery sec O Avery see
West Union Adams county Fair Sept 7 to 10
W. K. Coleman pres Henry Scott treas T W
Ellison see

Willison see
Voodsfield Monroe county Fair Aug 31 to
Sept 2 W C Mooney pres and treas George P
Dorr see

Dorr sec

Vooster Wayne county Fair Aug 24 to 27 E
G Ebright pres Shreve WA Wilson treas I
N Kinney sec
kenia Greene county Fair Aug 17 to 20 J W
Pollock pres Cedarville P L Magruder treas
P R Griege sec.

R R Grieve sec
Oungstown Youngstown Fair Sep 7 to 10
anesville Muskingum county Fair Sept 7 to
10 S A Baldwin pres J E Tanner treas J D
Mercer sec

OREGON. La Grande Grand Ronde Valley agr society

La Grande Grand Ronde Valley agr society
Oct 11

Medford First Southern Oregon District Agr
society W T York see
Prairie City First Rastern Oregon District Agr
society M Durkheimer sec
Roseberry Second Southern Oregon District
Agr Society F A McCall sec
Salem State Fair Sept 30 to Oct 8 D H Looney
pres Jefferson A Bush treas G D Gabrielson
see

The Dalles Second Eastern Oregon District
Agr society J O Mack sec

PENNSYLVANIA.

Allentown The Allentown Fair Sept 20 to 24
Jeremiah Roth pres A W DeLong treas W K
Mohr see Mohr see

Beaver June 22 to 24 and Sept 14 to 17 John T
Taylor pres J S Martin treas D S Darragh see

Bethlehem Sept 14 to 17 J Walter Lovett pres
Geo H Young treas H A Groman see

Bloomsburg Columbia county Agr society Oct
13 to 16 R W Smith pres J C Brown treas A
N Yost see

town Union agr society Oct 5 and 6

Wm Melvin see
Butler Butler county agr assn Sept 7 to 10 W
H. H. Riddle pres. W P Roessing see
Cambridge Springs Cambridge Fair Sept 21 to
24 Clark D Eckels pres. H W Canfield treas
Albert S Faber see
Carlisle Cumberland county agr assn Sept 28
to Oct 1 Chas H Mullin pres. W H McCrea see
Carmichaels Sept 29 and 30 L W Gwwnn see
Carnegie Carnegie Fair and Trotting assn Sept
28 to Oct 1 Summer meeting Aug 3 to 6 A W
McMillan pres. J B Steel see

Carrolltown Cambria county Agr assn Sept 21 to 24 H J Krumnecker pres A Eckenrode treas I V Mancher sec

Centre Hall Encampment and Exhibition of the Patrons of Husbandry Sept 13 to 18 Leonard Rhone chairman

Clearfield Clearfield agr fair Sept 28 to Oct 1
Peter Gearheart pres Reuben Keister sec

conneautville Crawford county Fair Sept 7 to 10 M W Oliver pres JE Rupert treas F L Lord sec

Corry Northwestern agr society Aug 31 to Sept 3 T W P-pe sec Condersport Potter county fair C L Peck sec Dallas Dallas Union fair Sept 29 to Oct 2 J

Sept 7 to 10 R M Wirt pres M O

n Milton fair assn Oct 6 to 8 WP Hast-

Heilman M D sec Heilman Dale
Nazareth Northampton county Agr society Oct
5 to 8 Frank T Gernet pres John R Remheimer treas John J Maus sec
New Castle New Castle Fair Sept 1 to 4 Saml
E McCreary pres H W Grigsby sec
Newport Perry county Agr Society Sep 21 to 24
F A Fry sec
Orwigsburg Orwigsburg Agricultural and Horticultural Society Aug 31 to Sept 3 John T
Shoener pres Hiester Salbright treas Andrew
C Eisenhuth sec
Oxford Oxford agr society

Thomas sec
Parkers Landing Sept 14 to 17 Elias Ritts pres
Isaac Miller sec
Philadabase

Brown see
Stoneboro Mercer county Agr society Geo H
Fowler see A S Reed pres Grove City
Tarentum Tarentum Fair assn Aug 31 to Sept
3 JC Dunn see
Titusville O C V Agr assn No Fair in 1897 C M

Hayes see
Towanda Bradford county agr society Sept 21
to 24 Benj Kuykendall see
Tunkhannock Wyoming county Agr society
Sept 15 to 17 S & Burgess pres W N Reynolds
see

Uniontown Fayette county Fair Sept 1 to 3 Parshall sec Warren county Fair Sept 14 to 17 W

Clarion Clarion county fair Sept 21 to 24 SS

Cochranton Cochranton Agr society Sept 15 to 17 Geo W Siocum pres John H Adams sec

Dallas Dallas Union fair Sept 29 to Oct 2 J H Anderson sec
Janville Moutour county fair W K West sec
Jayton Dayton Agr and Mechanical Assn Sep
28 to Oct 1 W C Marshall sec
Edinboro Edinboro Agr Fair Sept 14 to 17 E E
Price pres A A Torry treas H L Cooper sec
Trimpian Clearfield county agr society Sept
28 to Oct 1 P Gearhart pres Curwensville R
P Kester sec
Tratz Gratz agr society Aug 24 to 27 J W
Hoffman sec

nouman sec
Greensburg Westmoreland agr assn Sept 21 to
24 Jos Jamison pres WF Holtzer sec
Greenville Greenville Agr Society Sep 14 to 16
Till Reiss sec

Smith sec arford Harford Agr society Sept 29 and 30 G R Ressague pres E M Watson treas E E

Harford Harford Agr society Sept 29 and 30 G R Ressague pres E M Watson treas E E Jones sec
Hollidaysburg Blair county agr society Sept 14 to 17 C H Porter sec
Honesdale Wayue county fair assn Sept 28 to 30 W A Gaylord sec
Hookstown Mill Creek Valley Agr Society Aug 24 to 26 HW Nelson pres R M Swaney sec
Hughesville Muncy Valley farmers' fair Sept 20 Oct 2 A C Henry sec
Indiana Indiana county Agr society Sept 14 to 17 M F Jamison pres G W Gilbert treas G 1 Tait sec
Johnstown Penna State Fair Sept 6 to 11 Summer meeting July 1 to 3 F J O'Connor pres
Geo H Brown treas H G Barciay sed
Kittanning Kittanning Fair assn Aug 24 to 27
G R Brown pres Thos McConnell sec
Kulztown Keystone Agr society Sept 28 to Oct 1 J R Heffner pres Monterey J 8 Esser sec
Lehighton Carbon County Ind Society Sept 28 to Oct 1 Henry Miller pres C W Bower sec
Lewisburg Union county fair Sept 29 to Oct 2
C Dale Wolfe sec
Lewistown Lewistown fair assn Aug 31 to
Sept 3 J L McKinney sec
Lititz Warwick Driving Park Assn Sept 110 5
MansSeld Smythe Park assn Sept 21 to 24 C
S Ross Dres W D Husted treas J A Elliott sec
Mercer Mercer Central Agr assn Sept 28 to 30
John T Crill pres Jas B Grubb treas John P
Orr sec
Milton Milton fair assn Oct 6 to 8 W P Hastings sec

ings sec fontrose Susquehanna county agr society Oct 5 and 6 R S Searle pres R B Sittle treas W A Titsworth sec

WA Titsworth see Mt Gretna Mt Gretna A M & I Exposition Aug 16 to 20 J H Redsecker pres Lebanon S P Heilman M D see Heilman Dale

Oxford Oxford agr society Sept 22 to 24 H C

Farkers Landing Sept 14 to 17 Elias Ritts pres
Isaac Miller sec
Philadelphia Penn Horticultural society Nov
9 to 13 David Rust sec
Pittston Luzerne county agr society Sept 21 to
24 A O Farnham pres J R Ehret sec
Port Royal Juniati county agr society Sept 15
to 17 W R Wharton sec
Reading Pa Berks Co Agri'l So Sept 7-10 James
McGowan pres, Cyrus T Fox sec
South Burgettstown Union Agr Assn Oct 5 to 7
Hugh Lee pres Wm Melvin secy
Stroudsburg Monroe county Agr society Sept 7
to 11 J H Shull pres W.S Dutot treas T C
Brown sec

Washington Western Pa agr assn Sept 5 to 17
Wm A Gabby pres James S Forsythe treas
Julius LeMoyne sec
Wattsburg Wattsburg agr society Sept 7 to 10
A S Phelps sec A S Phelps sec

Vaynesburg Fair assn Sept 21 to 23 J T

Rogers pres T S Crago sec

Vestfield Cowanesque Valley Agr society Sept

14 to 17 Dr James Masten pres C C Williams

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Pawtucket Valley Fair assu Sept 22 to 24 John F Deering sec arragament Park Rhode Island State Fair Sept 6 to 0 Fred E Perkins pres Earl H Potter treas Walter W Dexter sec R A Har roller treas Watter w Dexter Sec RA Har-rington supt amusements Kingston Washington county Fair Sept 14 to 17 John A Allen sec Peace Dale R I River Point Kent county Agr society Woonsocket Woonsocket Agr Hort and Ind so-ciety Aug 24 to 26 John W Ellis pres John R Boyden sec and treas

SOUTH DAKOTA

Sturgis The Black Hills Expo Co Sept 23 to 26 John Scolland pres Harry Bunting treas A M Anderson see
Ankton South Dakota state fair Sept 27 to
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H Kelly s.c Aberdeen

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TEXAS.

Beton Bell county fair assn Nov — Ben D
Lee pres L K Tarver sec
Corsicana Corsicana fair assn Oct 12 to 15 T
B Roberts pres T D Hightower sec
Dallas State Fair and Expo Oct 16 to 31 L M
Knepfly pres Sydney Smith sec and mgr J B
Adone treas. Augue treas. ickinson Texas Coast fair assn Prof J W Mally see Hulen Tex

Groesbuck Linestone county fair No fair in 1897 S D Rugg sec
Hillsboro Hill county fair assn Oct 6 to 8 D Hillsboro Hill county fair assn Octobo L W Campbell see
New Braunfels Comal county fair assn Octor Nov H Landa pres F Simon see
Taylor Taylor fair assn Howard Bland see
Victo.ia Southwest Texas fair Nov 2 to 5 I,
D Heason pres L, N Hofer see

VERMONT.

Watson pres E F Howod sec
Watson pres E F Howod sec
Burlington Vermont state fair Aug 31 to Sept 4
Fair Haven Fair Haven Fair assn Sept 21 to
to 24 H K Sheldon sec
Rutland Rutland county Fair Sept 14 to 16 Ge
T Choffee pres Fred A Field sec and treas
Tunbridge The World's Fair
Waterbury Winooski Valley Agrassn Sept 7 to
10 G E Moody pres Geo W Atkinstreas E G
Hooker sec
Woodstock Windsor county agr society Sept
22 to 24 John S Eaton sec

Leesburg Leesburg Fair Aug 25 and 26 Geo W Holmes pres M S Purcell treas H C Sellman sec
Norfolk Norfolk fair assu Oct 1 ohn
Mariner pres
Richmond No fair in 1897
Staumton Not fixed GA Mowry pres Heber Statution with the control of the co

WEST VIRGINIA.

Clarksburg Clarksburg Fair Sept 7 to 9 C I. Hickman pres M M Thompson sec Moundsville Marshall county Fair J E Roberts Sec
New Martinsville Wetzel county agr society
Aug 31 to Sept 3 S R Martin sec
Pennsboro Ritchie county Agr assn Sept 14 to
17 L P Wilson pres Dr G P Sigler treas Will
A Strickler sec
Wheeling State Fair Sept 6 to 10 A Reymann
pres Geo Hook sec and treas

WASHINGTON.

olfax Whitman county Fair Sept 28 to Oct 1 Zell M Beebe sec

WISCONSIN.

Amherst Portage county Agr society Sept 14 to
16 J N Webster sec
Antigo Langlade county Agr Soc Sept 2 to 4
John McGreer sec
Appleton Fox River Fair and Driving Assu John McGreer sec pleton Fox River Fair and Driving Assu Aug 30 to Sep 3 M F Barteau readia Arcadia Agr & D P Assn Aug 24 to 27 Arcadia Arcadia Agr & D P Assn Aug 24 to 27
F C Richmond sec
Ashland Ashland county Agr Soc Sept 14 to 17
R F Spencer sec R F Spencer sec
Augusta Eau Claire county Fair Sept 7 to 10 A
G Cox sec
Baratoo sauk county Fair Sept 28 to Oct 1 J
S Hall sec S Hall see
Beaver Dam Dodge county fair Sept 28 to Oct 1
C W Harvey see
Roomington Blake's Prairie Agr society Sept 9
to 11 John Carey pres H C Enke treas W H
Glasier see Glasier sec

Boscopel Boscobel Agr and D Assn Sept 1 to 3

F C Muffley sec

Cedarsburg Ozaukee County Agl Society Sept 28 to Oct 1 W H Rintelman pres D E McGinley sec

28 to Oct 1 W H Rintelman pres D F Mc-Ginley sec Chetek Barron county Agr Soc Sept 7 to 9 Joseph E Cartright sec Ch'lton Calumet county Fair Sept 6 to 8 L D Dorschell sec Chippewa Falls Chippewa county Agr Society Aug 31 to Sept 3 Jesse R rharp sec Cumberland Cumberland Agr & D P Assn Sep 14 to 7 H S Cumstock sec Darlington Latayette County Agl Society Aug 24 to 27 Geo F West sec Dodgeville Jowa County Agl Society Aug 24 to

24 to 27 Geo F West sec
Dodgeville Jowa County Agl Society Aug 24 to
27 J B Hoskins pres G W Mundy sec
Duluth Sept 22 to 25
Durand Pepin Co Agr society Fair and races
Sept 29 to Oct 1 J J Morgan sec
Elkhorn Walworth county Agr Soc Sept 28 to
Oct 1 Geo L Harrington sec
Ellsworth Pierce county Fair Sept 22 to 24 E
S Doolittle sec S Doolittle sec ennimore Fair & D P Assu Aug 25 to 27 John Rogers sec race meeting July 5-6 ond du Lac Kite Park Fair Assu Sept 7 to 11

HO Harkle sec
Galesville Trempeleau county Agr society Aug
17 to 20 F G Davis sec
Hortonville Agr Society H O Diestler sec
Hudson St Croix county Agr Soc Sept 15 to 17
Frank Maguire sec

Ironwood Sept 9 to 11
Lancaster 42d Annual Fair Grant co agl Socy
Sep 15 to 17 D Abrams pres TA Burr sec
Manitowoc Industrial and Agr assn. Sept 7 to
10 Dr E R Flack sec inston Juneau county Agr Soc Aug 31 to Sep I C Baldwin sec mominee Dunn county fair Sep 20 to 24 G

Menominee Dunn county fair Sep 20 to 24 G
Gallaway sec
Milwaukee Wisconsin State Fair Sep 20 to 25
T J Fleming sec Madison
Mineral Point Southwestern Wisconsin Fair
Field Day July 5 Fair Aug 17 to 20 Geo G
Cox prea W H Bennett sec
Monroe Green cunty Agr Soc Sept 1 to 4
Frank Smock sec
Phillips Price county Agr Soc Sept 9to 11 Fred
W Ruff sec W Ruff sec
Portage Columbia county agr society
Sep 14 to
17 Kennedy Scott sec Rio
Rhinelander Oneida county Agr Soc
Sept 6 to Rhinelander Oneida county Agr Soc Sept. 3.

8 F.E. Parker sec.
Richland Center Richland county Agr Soc Sept. 21 to 24 J G Bunell sec.
Seneca Crawford county Agr Soc Sept. 21 to 23
Fergus Mills sec.
Seymour Fair and Driving Park assn. Sept. 6 to 23

The Buren sec. A J Van Buren sec parta Mouroe county Agr Soc Aug 24 to 27

Sparta Monroe county Agr Soc Aug 24 to 27 Reeve sec Superior Sept 28 to 30 Tomah Eastern Monroe county Agr Soc Sep 7 to 9 M L Hinerman sec

Horse Shows.

Expositions.

Gilbert Tennant pres J W Jeffers treas W H

Berray sec
Wausau Harathon county Agr Soc Aug 30 to
Sept 1 LK Wright sec
Waukesha Waukesha county Agr Soc Aug 24
to 27 Frank W Harland sec
West Salem La Crosse county Agr Soc Sept 21
to 23 F H A Nye sec
West Bend Washington county Agr Soc Sept 27 to 29 Joseph Ott sec
West Superior Douglas county Agr Soc Sep :8
to 30 Fred M Williams sec
Weyauwega Waupaca county Agr assif Sept 21
to 24 W W Craue pres A L Hutchinson sec
Whitehall Trempelean county Agr Ind and
Driving Park assn Sept 28 to 30 H H Scott sec CANADA. Almonte North Lauark Sept 28 to 30 W P Mc-Ewen see Almonte
Beachburg North Renfrew Fair Sept 30 and Oct
1 John Brown see Beachburg
elleville Ont Bay of Quinte District Fair Sept
14 to 17 J M Hurley see Belleville Ont
Bowmanville West Durham and Darlington Agr
society Sept 16 and 17 R Windatt see Bowmanville
Brampton County of Part 1 manville
Brampton County of Peel Agr society Sept 48
and 29 Henry Roberts see Brampton
Brantford Southern Fair Sept 21 to 24 George
Hateley see Brantford
Cavuga Haldimand county Fair Sept 28 and 29
J W Sheppard see Cayuga
Chatham Peninsular Fair Sept 21 to 24 A E
Ham see Chatham Chatham Peninsular Fair Sept 21 to 24 A E. Ham sec Chatham
Collingwood Great Northern Sept 21 to 24 J W. Archer sec Collingwood
Drumbo Blenheim Agr society Sept 28 and 29
Tom S Telfer sec Drumbo
Durham South Grey Sept 28 and 29 Arch McKenzie sec Durham
Fergus Centre Wellington Sept 23 and 24 J J
Craig sec Fergus
Flesherton East Grey Agr society Sept 16 and
17 R J Sprule sec Flesherton
Goderich Ont Great Northwestern Exhibition
Sept 21 to 23 Jas Mitchell sec
Guelph Central Exhibition Sept 28 to 30 Wm
Laidlaw sec Guelph

Guelph Central Exhibition Sept 28 to 30 Wm Laidlaw sec Guelph
Halifax N S Nova Scotia Provincial Fair Sept 28 to Oct 1 James W Power sec
Kempiville Ont Kemptville Exposition Sept 27 and 28 August Buchanan sec Kemptville
Lachute Que County of Argentenil Exhibition Sept 28 and 29 G J Walker sec Lachute Que
Lindsay Central Fair Sept 23 to 25 Jas Keith sec Lindsay
London Ont Western Fair Sept 9 to 18 Thos A
Browne sec London Ont

London Ont Western Fair Sept 9 to 18 Thos A
Browne sec London Ont
Markham Ont E R of York and Markham Agr
Societies Oct 6 to 8 W H Hall sec
Milverton Mornington Agy society Sept 16 and
17 W M Appel sec Milverton
Montreal Que Montreal Expo Aug 19 to 28 S C
Stevenson sec Montreal Que
Morrisburg Ont Dundas county Fair Sept 7 to 9
Geo F Bradfield sec Morrisburg Ont
Napanee Lennox Agr Fair Sept 20 and 21 E
Ming sec Napanee

Napanee Lennox Agr Fair Sept 20 and 21 E Ming sec Napauce Ottawa Ont Central Canada Sept 17 to 25 E McMahon sec Ottawa Otterville South Norwich Oct 1 and 2 Alex McFarlane sec Otterville Owen Sound North Grey Agr society Sept 14 to 16 A G Mackay sec Owen Sound Ont Paris North Brant Oct 5 and 6 H C O'Neail sec Paris

Paris
Perth South Lanark Fair Sept 15th to 17 JG
Campbell see Perth
Petersborough Central Exhibition Sept 21 to 23
W J Green see Petersborough
Prescott Prescott Fair Sept 21 to 24 TR Melville see Prescott

W J Green sec Petersborough
Prescott Prescott Fair Sept 21 to 24 TR Melville sec Prescott
Reufrew South Kenfrew Sept 16 and 17 Robt
McLaren sec Renfrew
Richmond Ont County Carleton Agr society
Sept 13 to 15 Wm McElroy sec Richmond Ont
Rockton World's Fair Oct 12 and 13 David Bell
sec Rockton
Rock Island Que Stanstead Fair Aug 18 and 19
E P Ball sec Rock Island Que
Sault Ste Marie Fast Algoma Oct 5 to 7 Wm
Brown sec Sault Ste Marie
Sherbrooke Que Great Eastern Exhibition
Aug 30 to Sept 4 H R Fraser sec Sherbrooke
Que
Simooe Norfolk Union Fair Oct 12 to 14 J Thos

e Norfolk Union Fair Oct 12 to 14 J Thos Murphy sec Simcoe

Rayner North Simcoe Oct 5 to 7 Arch Hill sec Murphy sec Simoce
Stayner North Simcoe Oct 5 to 7 Arch Hill sec
Stayner North Simcoe Oct 5 to 7 Arch Hill sec
Stayner
Stratford North Perth Agr society Sept 23 and
24 John Brown sec Stratford
St Johns N B Kxhibition Assn Sept 14 to 24
Chas A Everett sec St Johns N B
Three Rivers Que St Lawrence Valley Sept 2
to 11 J A Frigon sec Three Rivers Que
Tilsonburg South Oxford Union Sept 28 and 29
Alex McFarlane sec Otterville
Toronto Ont Victorian-Era Expo and Ind Fair
Aug 30 to Sept 11 H J Hill sec Toronto Ont
Van Kleek Hill Countv of Prescott Agr society
Sept 14 to 16 Fred W Thistlewalte sec Van
Kleek Hill
Wallacetown West Klgin Fair Sept 30 and Oct 1

Kleck Hill
Wallacetown West Elgin Fair Sept 30 and Oct 1
Alex McCallum sec Wallacetown
Walkerton Ont Northern Exhibition Sept 15
and 16 W S Gould sec Walkerton Ont
Wellesley Wellesley and North East Hope Sept
14 and 15 Geo Bellinger sec Wellesley Ont
Whitby Ontario and Durham Sept 27 to 29 Jos
White sec Whitby
Winchester Ont Winchester Township agr society Sept 7 and 8 S S Reveler sec Winchester Ont
Winnies Man Winnies Entitle Sept 12 to 29

chester Ont
Winnipeg Man Winnipeg Exhibition July 19
to Aug 24 F W Heubach sec Winnipeg Man
Woodbridge Woodbridge Fair Oct 19 and 20
Thos F Wallace sec Woodbridge
Woodstock North Riding of Oxford Sept 22 and
23 R E Sawtelle sec Woodstock
Yarkham Rast Riding of York Agr society
Sept 6 to 8 W H Hall sec Yarkham

Viroqua Vernon county Agr Soc Sept 14 to 17 F W Alexander sec Wautoma Waushara county Fair Sept 28 to 30 Gilbert Teunant pres J W Jeffers treas W H ewport R I Newport Horse Show Assn Aug 23 to 28 73 to 28
Kansas City Mo Third Annual Horse Show Sep
7 to 13 Fairmount Park A E Ashbrook sec
6 Wyandotte st

Ithaca N Y Sept 1 to 3
Newcastle Pa Sept 1 to 3
Rowling Green Ky Sept 1 to 4
Antigo Wis Sept 2 to 4
Victor Ia Sept 6 to 8
Wheeling W Va Sept 6 to 10
Villisca Ia Sept 6 to 9
Waterbury Conn Sept 6 to 10
Rhinelander Wis Sept 6 to 8
Seymour Wis Sept 6 to 8
Seymour Wis Sept 6 to 8
Seymour Wis Sept 6 to 9
Oskaloosa I Sept 6 to 9
Oskaloosa I Sept 6 to 10
Crawfordsv Ile Ind Sept 6 to 10
Mheeling W Va Sept 6 to 10
Hornellsville N Y Sept 6 to 10
Hornellsville N Y Sept 6 to 10
Alpena Mich Sept 6 to 10
Farmer City Ill Sept 6 to 10
Farmer City Ill Sept 6 to 10
Savenport Ia Sept 6 to 10
Farmer City Ill Sept 6 to 10
Savens Mass Sept 6 to 10
Newark N J Sept 6 to 10
Savens Mass Sept 7 to 10
Crown Point Ind Sept 7 to 10
Wapello Ia Sept 7 to 10
Sandy Hill N Y Sept 7 to 10
Butler Pa Sept 7 to 10
London O Sept 7 to 10
London O Sept 7 to 10
London O Sept 7 to 10
Reading Pa Sept 7 to 10
Bardstown Ky Sept 7 to 10
Bardstown Ky Sept 7 to 10
Plattsburg N Y Sept 8 to 10
Sac City Ia Sept 8 to 10
Sac City Ia Sept 8 to 10
Lansing Mich State Pair Sept 6 to 11
New York N Y Sept 8 to 11
Springfield Mo Sept 6 to 11
Springfield Mo Sept 6 to 11
Carmi Ill Sept 7 to 11
Ironwood Wis Sept 9 to 11
Waterbury Conn Sept 12 to 15
Oneonta N Y Sept 13 to 16
Seymour Ia Sept 13 to 16
Seymour Ia Sept 14 to 16 Nashville, Tenn. 1897. May 1 to Oct. 31.
Winnepeg Man Winnepeg Industrial Exhibition July 19 to 24 F W Henbach mgr
Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898 Races. Brighton Beach L I Brighton Beach assn First neeting July 6 to 24 Second meeting Aug 9 to 23 Convord N H Aug 9 to 15 Old Orchard Me Aug 9 to 15 Old Orchard Me Aug 9 to 11 Hagerstown Ind Aug 9 to 11 Hagerstown Ind Aug 10 to 11 Hagerstown Ind Aug 10 to 11 Hedrick Ia Aug 10 to 13 Hedrick Ia Aug 10 to 13 Mexico Mo Aug 10 to 13 Warren O Oak Grove D C Aug 10 to 13 Webster City Io Aug 10 to 14 Lerie Pa Aug 12 to 15 Ottumwa Io Aug 16 to 19 Portland Me Rigby Aug 16 to 21 Macomb III Aug 17 to 20 Canton O Aug 17 to 19 Port Illuron Mich Aug 17 to 20 Logansport Ind Aug 17 to 20 Logansport Ind Aug 17 to 20 Sich Hill Mo Aug Weilington O Aug 18 to 20
Independence Ia Aug 16 to 20
Clens Palls N Y Grand Circuit Aug 16 to 20
Urbana O Aug 17 to 20
Moberley Mo Aug 17 to 20
Rutland Vt Aug 17 to 20
Troy N Y Aug 17 to 21
Bardstown Ky Aug 17 to 21 wateroury com Sept 1210 15
Oneonta N Y Sept 13 to 16
Seymour Ia Sept 13 to 17
Greenfield Ind Sept 13 to 18
Rutland Vt Sept 14 to 16
Berea O Sept 14 to 16
Greenville Pa Sept 14 to 16
Marion Ind Sept 14 to 17
Avon III Sept 14 to 17
Marietta O Sept 14 to 17
Warren Pa Sept 14 to 17
Wateren Pa Sept 14 to 17
Rethlehem Pa Sept 14 to 17
Rethlehem Pa Sept 14 to 17
Evansville Ind Sept 13 to 17
Carrollton Mo Sept 14 to 27
Butler Ind Sept 14 to 17
Vaukon Ia Sept 14 to 17
New Lexington O Sept 21 to 17
Lima O Sept 14 to 17
Valparaiso Ind Sept 14 to 27
Timonium Md Sept 14 to 27
Timonium Md Sept 14 to 17
Sault Ste Marie Mich Sept 14 to 17
Sault Ste Marie Mich Sept 14 to 18 Troy N Y Aug 17 to 21
Bardstown Ky Aug 17 to 21
Grimsby Ont Aug 18 to 19
McKee's Rocks Pa Aug 21 to 24
Ballston N Y Aug 23 to 26
Newcastle Ind Aug 23 to 26
Newcastle Ind Aug 23 to 26
Syracuse N Y State Fair Aug 23 to 27
Toledo O Aug 23 to 27
Margaretville N Y Aug 23 to 28
Orangeville Ont Aug 24 to 25
Newburg O Aug 24 to 26
Alpena Mich Aug 24 to 26
Arcadia Wis Aug 24 to 27
Columbus Junction Io Aug 24 to 27
Fredonia Kan Aug 24 to 27
Rutland Vt Aug 24 to 27
Woodstock III Aug 24 to 27
White River Junction Vt Aug 24 to 27
Belle Vernon Pa Aug 24 to 27
Berle Vernon Pa Aug 24 to 27
Brookfiold Mo Aug 24 to 27
Brookfiold Mo Aug 24 to 27
Springfield O Aug 24 to 27
Bellevue O Aug 24 to 27
Elizabethtown Ky Aug 24 to 27
Elizabethtown Ky Aug 24 to 27
Elizabethtown Ky Aug 24 to 27 Valparaiso Ind Sept 14 to 27
Timonium Md Sept 14 to 17
Ashland Wis Sept 14 to 17
Sault Ste Marie Mich Sept 14 to 18
Lisbon O Sept 15 to 16
Lancaster Wis Sept 15 to 17
Indiana Pa Sept 15 to 17
Durand Wis Sept 15 to 17
Indiana Pa Sept 15 to 17
Indianapolis Ind State Fair Sept 13 to 18
Des Moines Io State Fair Sept 13 to 18
Des Moines Io State Fair Sept 13 to 18
Canton N Y Sept 21 to 24
McKee's Rocks Pa Sept 21 to 24
Batavia N Y Sept 20 to 21
Allentown Pa Sept 20 to 24
Medford Mass Com Park Sept 21 to 24
Sidney O Sept 21 to 24
Portland Me Rigby Sept 20 to 23
Warnesbury Pa Sept 21 to 23
Beaver Pa Sept 21 to 24
David City Neb Sept 21 to 24
La Porte Ind Sept 21 to 24
David City Neb Sept 21 to 24
Montpelier O Sept 21 to 24
Montpelier O Sept 21 to 24
Pottsdam N Y Sept 20 to 25
Sedalia Mo State Fair Sept 20 to 25
Richland Center Wis Sept 21 to 24
Mineola N Y Sept 21 to 25
Duluth Minn Sept 22 to 27
Cirnegie Pa Sept 28 to 30
Sperior Minn Sept 28 to 30 Elizabethtown Ky Aug 24 to 27 Kittanning Pa Aug 24 to 27 Readville Mass Grand Circuit Aug 24 to 28 lint Mich Aug 14 to 28 Tennimore Wis Aug 25 to 27 Fenuinore Wis Aug 25 to 27
Alta Ia Aug 25 to 26
Lebanon Ind Aug 13 to 26
Carrollton Mo Aug 24 to 27
Toledo O Aug 13 to 27
Greenfield Ind Aug 23 to 27 Greenfield Ind Aug 23 to 27
Newark O Aug 24 to 27
Newark O Aug 24 to 27
Rutlard Vt Aug 17 to 19
Wooster O Aug 24 to 27
Wausau Wis Aug 30 to Sept 1
Terre Haute Ind fair Aug 30 to Sept 3
Peoria III Aug 31 to Sept 3
Elwood Ind Aug 31 to Sept 3
Elwood Ind Aug 31 to Sept 3
Ilariford Coun Gra. d Circuit
Lewistou Me Aug 30 to Sept 3
Johnstown Pa, Aug 30 to Sept 4
Mount Carroll III Aug 31 to Sept 3
Cambridge N V Aug 31 to Sept 3 Johnstown Pa. Aug 30 to Sept 4
Mount Carroll III Aug 31 to Sept 3
Cambridge N Y Aug 31 to Sept 3
Worcester Mass Aug 31 to Sept 3
Tarentum Pa Aug 31 to Sept 3
Chillicothe Mo Aug 31 to Sept 3
Bushnell III Aug 31 to Sept 3
Est Liverpool O Aug 31 to Sept 3
Eldora Ia Aug 31 to Sept 3
East Liverpool O Aug 31 to Sept 4
Burlington Vt Aug 31 to Sept 4
Burlington Vt Aug 31 to Sept 4
Burlington Vt Aug 31 to Sept 2
Rushville Ind Aug 31 to Sept 2
Rushville Ind Aug 31 to Sept 3
Orwigsburg Pa Aug 31 to Sept 3
Ashland O Aug 31 to Sept 3
Plymouth Ind Aug 31 to Sept 3
Plymouth Ind Aug 31 to Sept 4
Nevado Mo Aug 31 to Sept 4
Reie Kan Aug 31 to Sept 3
Columbus O State Pair Aug 30 to Sept 4
Coburg Ont Aug 31 to Sept 3
Tipton Ia Sept 3
Plattsburg Sept 7 to 10 Canton Sept 14 to 17
Potsdam Sept 21 to 24
And O Sept 1 to 3
McConnellsville O Sept 1 to 3 Cirnegie Pa Sept 28 to 30 Siperior Minn Sept 28 to 30 Schoharie E Y Sept 27 to 30 Baltimore Md Pimlico Sept 27 to Oct 1

Readville Mass Sept 27 to Oct 1
South Bend Ind Sept 27 to Oct 1
Elkhorn Wis Sept 28 to Oct 1
Portland Ind Sept 27 to Oct 1
Portland Ind Sept 27 to Oct 1
Troy O Sept 28 to Oct 1
Bellefontaine O Sept 28 to Oct 1
Bellefontaine O Sept 28 to Oct 1
Bremen Ind Sept 28 to Oct 1
Chariton Ia Sept 28 to Oct 1
Carrollton O Sept 28 to Oct 1
Carrollton O Sept 28 to Oct 1
Cardarburg Wis Sept 29 to Oct 2
Wichita Kas Sept 27 to Oct 2
Wichita Kas Sept 27 to Oct 2
Springfield III State Fair Sept 22 to Oct 2
Burgettstown Pa Oct 5 to 6
Portland Me Rigby Oct 4 to 8
Angola Ind Oct 4 to 8
Bourbon Ind Oct 5 to 8
Mount Gilead O Oct 5 to 8
Norfolk va Oct 5 to 14
Richwood O Oct 12 to 15
Medford Mass Com Park Oct 12 to 15
Bloomsburg Pa Oct 13 to 16
Morris Park N Y Westchester Racing assn
Fall meetining Oct 14 to Nov 2
Medford Mass Oct 39 to 21
Raleigh N C Oct 18 to 23
Saugus Mass Oct 26 to 30 Mediord Mass Oct 19 to 21
Raleigh NC Oct 18 to 23
Saugus Mass Oct 26 to 30
Red Oak Io Sept 27 to Oct 2
Balitmore Md Pimlico Driving Club Spring
meeting 1st week in June Fall meeting Sept
27 to Oct 1

meeting 1st week in June Fall meeting Sept.

27 to Oct 1

Malone N Y Sept 28 to Oct 1

Hillsdale Mich Sept 27 to Oct 1

Terre Haute Ind Sept 27 to Oct 3 R G Watson sec

Malone Vt Sept 28 to Oct 1

Providence R I Oct 5 to 8

Lexington Ky Oct 5 to 16

Brocton Mass Oct 6 to 9

Aberdeen S D State Fair Oct 11 to 16

Medford Mass Oct 13 to 15

Louisville Ky Oct 18 to 20

Salem O July 3 to 4 and July 23 to 30

Newark O June 29 to July 2

Columbus O July 6 to 10

Portsmouth O July 27 to 30

Chillicothe O Aug 3 to 6

Washiugton C H Aug 10 to 13

Lancaster O July 13 to 16

Xenia O Aug 17 to 20



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No pains are being spared to make the Fair a grand success and to excel all previous exhibitions. Premiums promptly paid and purse hangs on the wire at the end of the finest track in Southern Missouri. As evidence that we will succeed this year, a rate of one fare for the round trip has been secured over the Q. M. & Cotton Belt Railroads, which cross here, and Excursions will be run during week of the Fair. All gaming privileges to let to one party, if the right man applies. C. D. BAILEY, Sec'y, Dexter, Ia. A. A. JOENDT, President, J. J. DOWDY, Treasurer,

convencions, Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to altract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc. The list is carefully revised and corrected monthly.

Buffalo N Y G A R Reunion Aug 23 to 28 Chicago. Ill. National Association Moulding and Picture Frame Manufacturers. Dec. 15,

and Theme Hamiltonian Manufacturers's Exposition of Home Products Colliseum Sept 25 to Oct 16 Chicago Illinois Agr Fair Coliseum November Cincinnati O Grand Court Ohio Foresters 1898 Cincinnati O Ohio State Library Assn Oct 5 to 6 A W Whelpley pres Cincinnati O Brotherhood of Locomotive Firemen Jan 21 J V Reynolds sec Cleveland O Dayton O Southern Diocese of Ohio Convention Bishop Vincent Cincinnati chairman Dates not set

not set enver Col Mountain and Plain Festival Oct

5 to 7 Denver Col Biennial Session of Supreme Court of Foresters of U.S. Aug 24 to 28 Denver Col. American Assn of General Baggage

Agents Oct 13
Denver Col Gold Miners' Convention July
Indianapolis Ind Conclave of the Supreme Indianapolis Ind Conclave of the Supreme
Lodge K of P 3d Tuesday in August 1998
Kansas City Mo Priests of Pallas Parade J P
Loomis pres L B Cross see
Mt Clemens Mich Convention of Gas Men May
19 to 21 1898
Nashville Tenn Old-Time Telegraphers' Assn

Sept 15 to 17 Nashville Tenn Laundrymen's National Assn

Nashville Tenn Laundrymen's National Assis Sept
Nashville Tenn Cripples' Convention Wm R
Trower sec 911 Union Trust bldg
Orlando Fla National Good Roads Congress
Feb 2 1898
Philadelphia Pa German American Journalists'
Assn Date not decided
Pittsburg Pa Grand Encampment of Knights
Templars ad Tuesday in Oct W B Melish Gr
Junior Warden

Junior Warden in Francisco Cal Northern Baptist Convention

Poultry Shows.

Amesbury Mass Amesbury Poultry and Pet Stock Assn M H Sands secy
Ashland O Ashland Co P Assn Dec 22 to 25 H
A Mykrantz sec
Anburn Neb Nemaha Valley P Assn Nov 30 to
Dec 3 Rhodes J L L Alspaugh sec
Bloomington III Bloomington P Assn Dec 15 to
21 B N Pierce J J D Shipley cor sec Normal III
Blufiton O 'consolidated P Assn Feb 1 to 5 H
A Bridge J D J Kohli sec
Buffalo N Y Erie Co P Breeders' Assn Jan 3 to
8 E C Pease sec Hamburgh N Y
Cedar Rapids Ia Linn to P Assn Jan 10 to 15
B N Pierce J Chas H Playter sec
Chicago III National Fanciers' Assn Jan 24 to
29 Chas S Weaver sec 100 Washington street
Cleveland O Northern O P and P S Assn Dec 6
to 12 F R Hunt sec

29 Chas S Weaver Set 100 Wagningson Dec 6
to 12 FR Hunt sec
Clieveland O Northern O P and P S Assn Dec 6
to 12 FR Hunt sec
Clinton Mo SW Mo P Assn Dec 14 to 17 W H
Taibert sec
Danbury Conn Danbury and Bethel P Assn
Dec 8 to 11 F Bowman sec
Detroit Mich Michigan State P and P Assn Jan
3 to 4 FW McGenzie sec Concord Mich
Dixon Ill Rock River Valley Poultry Assn Dec
14 to 18 Shellabarger J FW Fargo sec
Hamilton Va Old Dominion P and P Assn of
Loudoun Co Nov 2 and 2 R J N Reed sec
Haverhill Mass Merrinack Valley Poultry Assn
Dec 28 to 30 Geo K Greenman sec

Loudoin Co Nov 2 and 3 R J-N Reed see Haverhill Mass Merrinack Valley Poultry Assn Dec 28 to 30 Geo H Greenman sec Indianapolis Ind Indiana State P Assn Jan 10 to 15 Thos W Pottage sec Johnstown N Y Adirondack Poultry and Pet. Stock Club Nov 24 to 27 Frank Randall pres H J Quilhot sec Kansas City Mo Mid-Continental P Assn Dec 25 to 30 F M Slutz sec Lebanon Mov Laclede Co P Assn Nov 29 to Dec 4 F W Hitchcock J Geo H Hinds sec Louisville Ky Kentucky State P Assn Jan 10 to 15 H A Bridge J Y Bicknell JJ J R Mount sec Lagrange Ky Mansfield O Mansfield P P and P S Assn Dec 20 to Jan 1 C W Etz sec Miamisburg O Miami P Assn Dec 5 to 10 H A Bridge J Oliver L Dosch sec Mt Gretna Pa Mt Gretna Asr Mecand Ind Expo

Miamisburg O Miami P Assn Dec 5 to 10 H A
Bridge J Oliver L Dosch sec
Mt Gretna Pa Mt Gretna Agr Mecand Ind Expo
Aug 16 to 20 M B Blauch sec Lebanon Pa
Nashville Tenn Tennessee Poultry Pigeon and
Pet Stock Assn. Jan 11 to 15 J M Hopkins sec
New Haven Conn New Haven Poultry Assn
Dec 29 '87 to Jan 1 '98 N D Forbes sec Montowese Conn
New London Conn Eastern Connecticut P Assn
Dec 15 to 18 Chas B Smith acting sec

Oneonta N Y Oneonta P and P S Assn Dec 14 to 17 Arthur J Relyea cor sec Parsons Kas Parsons and E P Assn Dec 7 to 10 B N Pierce J J R Alexander sec Peoria IIIs Peoria Feathered Stock Assn Jan 4 to 8 Dr J Oglesbey Gable sec Peoria III Princeton III Central Illinois P Assn Dec 20 to 25 A C Best sec Rochester N Y Rochester P P & P S Assn Jan 10 to 15 John J Beveridge sec 88 Lowell street Rockford III Northern Illinois P Assn Jan 10 to 15 McClave J A H Currier sec Sedgewick Kas Harvey Co Poultry Assn Dec 6 to 11 W M Congdon sec C H Rhodes J Seneca Falls N Y Seneca Poultry and Pigeon Assn Fred Hobel sec St Louis Mo St Louis Fanciers' Assn Dec 13 to 18 J H Ahrens sec Butterfield and Bridge J Tacoma Wash Tacoma P Assn Dec 20 to 31 Stephen Holbrooke sec Titusville Pa The Titusville Poultry Assn Dec 14 to 17 Toneka Kas Western Pigeon Club Dec 14 to 21

Topeka Kas Western Pigeon Club Dec 14 to 21
F M Gilbert J M F Hankla sec
Toronto Canada Victorian Era Expo and Ind
Fair Aug 30 to Sept 11 H J Hill sec
Wilkesbarre Pa Wilkesbarre P P and P S Assn
Dec 27 to Jan 1 E S Kirkhuff sec

Dog Shows.

Morris Man Manitoba Field Trials Club Sept 6 Jno Wooton sec
Newton N C Eastern Field Trials Club Nov 15
S C Bradley sec

Food Shows.

Topeka Kas Mechanics' Fair Aug 17 to Sept 18 J H Gilmore supt

SEPT. 14, 15, 16 and 17.

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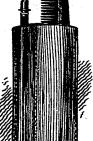
Allen's Press Clipping Bureau

Offices, Rooms 3-4-5-6-7, 510 Montgomery St., San Francisco; Union Block, Portland, Ore.; 105 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the

Aurora, IIIs. B. MARVIN. Bill Poster and Distributor. Circuit, 16 towns. Pop. 60,000.

Jackson, Ga., C. A. Henderson & Co. Member I. A. of D., advertising agents, Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Flanills, Macon, Forsyth and Barnesville, includes popula-tion of 175,000.

Grand Rapids, Mich.



ADVERTISING NOVELTIES.

Comb and Pencil Case, with advertisement neatly printed on in silver leaf. Cases contain a good Comb and Pencil. Samp e, 1Cc.

PARKER & HAFNER

WILLIAMSPORT, PA.

STREETMEN: We have something good for you.

The **CENTRAL OHIO** FAIR CO'S GRAND CARNIVAL. Orrville, Ohio, Sep. 14, 15, 16 and 17

Everything GOES this year. Fine, Funny and Fuzzy. Manage s of Special Attractions write quick, and Privilege Men of all kinds invited this year.

PROCTOR E. SEAS, Secretary.

Co-Operative Salesmen's Co. ADVERTISING AND INTRODUCING.

INDIANAPOLIS: Stevenson Building.

CHICAGO. 183 Dearborn, Room 108.

We distribute Samples, Circulars or Booklets. We tack Signs. We introduce and sell goods, all at a small fraction of what it now costs you, and in places difficult to reach in any other way. We guarantee our work.

Write us and let us explain how we do it, and what it costs.

The Christmas Billboard, 1897.

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1st, next. It will consist of 56 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 35c each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for appetitude pactition.

specifico position.	
LARGER ADVERTISEMENTS.	LITHOGRAPHED PAGES.
Whole page	Page 2 of Cover, in 2 colors \$100.00
Half page 27.50	Page 3 of Cover, in 2 colors 100.00
Quarter page 15.00	Page 4 of Cover, in 8 colors 200.00
Eighth page 800	Double page center, in 8 colors 300.00
No deviations will be made from these prices, vertisements on lithographed pages must read Nov. 22. Size of type page of 1212/2	and no discounts of any kind. Copy for adhus not later than Nov. 1st. Last form closes

LATEST EDISON MONEY MAKER.

perfect, cheapest and simple screen machine in the world producing full life-size pictures. We have 1,000 different subjects to choose from.

Price of Machine, only \$100.00. Films \$15.00. We also rent machines, with films and services of operator. Write for terms and book your own time.

George M. Leonard, Reliable Distributer N. Y. FILM AND CAMERA CO., 44 PINE STREET, NEW YORK.

THE NORTHERN WISCONSIN STATE FAIR.

At Chippewa Falls, September 14 to 17, 1897.

\$6,000 Premiums for Farm Products. Send for Premium List.

Low Rates on All Railroads.

\$350 for Bicycle Races. Fastest Track in the State. JESSE R. SHARP, Secretary.

WANTED, AGENTS, to sell our elegant

Fair Ground Goods, Merry-Go-Rounds Games, Etc.

Population 90.000.

The W. D. Husted

Advertising Co.

Town and BILL POSTERS,

Distributors, Bulletin Sign Painting,

Out door Advertising of every description

Office: 67 Main Street,

MANSFIELD, TIOGA CO., PA.

MADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

YOUR PORTRAIT.

We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offser instead of the printed was to be a possible to the printed was to be a possible to be a possible to the printed was to be a possible to be a possibl

matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

Playing Cards and Ivory Go ds.

Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc.

346 MORRISON STREET.

PORTLAND, OREGON.

Member I. A. D. and P. C. B. P. A.

FRANK M. DUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,

187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population, 15,000.

OGDEN &

THE ADVERTISING WORLD, Columbus Ohio.

185 Clark Street, CHICAGO, ILL.

Established 1868.

PRIVILEGES IN

Also have boards and posting privi-

leges in every town in the county.

Club Room Furniture, Faro and Poker Chips, Sporting Goods.

Novelty Department.

CINCINNATI, OHIO.

TRENTON, New Jersey

The Trenton Bill Posting Co. Owrs all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing. and Distributing, WM. R. WILLIAMSON, M nage:

HENRY C.

CROSBY

PATERSON, N. J.

ESTABLISHED 1870.

+ CHARLES W. YORK. + Bill Poster and Distributor.

HAVERHILL, MASS.

Automatic Game Devices make a specialty of Distributing.
Reference if required. ¶97

"Mr. Manager!"

"One Moment Please." WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho.

OUR artists are expert and up-to-date. WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Pair diplomas. OUR boards, stock, labor and prices are

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

C. M. Smith & Co., Brantford, Canada.

Population of City 17,000. County 50,000. Country 5,000,000.

MEMPHIS, TENN.
Van Beuren & Co., Bill Posters and Distributers, 224 Second street.

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

PRICES MOOD WOOD PROCESS

GINCINNATI ONIG ENGRAVER Evansville, Ind. 75,000, Licensed Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors, 197

A. E. BENTLEY.

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

WOODLAND, CAL.

Dietz & Glendenning, Bill Posters.

C.F.Bangasser&Co. CITY BILL POSTERS AND

Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38

MCMINNVILLE, OREGON. Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service

CARLISLE, IND.

Sullivan Co., R. J. Chilcote, Distributor, n

Societies, Agents, Streetmen Everymbere John T. Williams, Bill Poster,

Largest line of novelties in the world for Conventions, Fairs and Summer Resorts. Badges, Medallions. Medals, Buttons, Rosettes and Shamrocks. Photographs (cabinet size) \$3,00 per 100.—\$25,00 per 100.—\$25,00 per 100.—\$25,00 per 100.—\$25,00 per 100.—\$25,00 per 100.—\$25,00 per 10.000, best quality. Novelties in watch charms. Queen of England Jubilee Flags, buttons badges and photos. Decorations flags of all nations; lanterns and shields. "Little Brown Jug" ladies bicycle purse and jewel bag; Bicycle sundries. Send for catalogue; free sam, ple given with each catalogue. W. F. Miller & Co., 23 Duane Street, New York.

MILFORD. MASS.

Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bill boards in city and adjoin. lug towns. 20 years' experience in this city Baggage and scenery truck express. fe-12

HIGGINSVILLE, MO. Pop. 5,00 The Greatest Country on Earth.

RIGG BROS..

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising pivileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

WE OWN OR CONTROL ALL BOARDS AND POSTING Pittsburg, Pa. Pop. 500,000.

Established 1892,
The "TWIN CITIES" Distributing Agency,
DISTRIBUTORS,
Office 6, Sixth St. Branch, ALLEGHENY.
J. T. HUDSON, Manager. MANSFIELD. The leading town in the "Northern Tier," over 6,000 square feet of boards.

> THEATRICAL AND CITY BILL POSTERS. Distributing and Advertising Agents, Work promtly and properly executed

C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

ADVERTISING MANAGERS:

Do you know that New Hampshire will be the Mecca of thousands of well-to-do people, during the coming hot months. They go there to while away the time, to be comfortable and

Have You got Anything to Call their Attention to, while they are idle

Strike while the Iron is Hot!

We can reach all these people. Send us your booklets, samples, or circulars or any kind of advertising matter.

Manchester, N. H.

Kansas City, Mo. Pop. 300.000.

Midland Advertising Co., Joseph Reid, Mgr
Distributing, Tacking. Reliable Men only
All towns in Jackson and Wyandotte (cs.
Mem International Ass'n of Distributors

Mexican International R. R. EAGLE PASS ROUTE,

The Short Standard Gauge Line between prin cipal points of the United States and Interior

Mexican Points. No Transfer of Cars at the Border.

A through Pullman Buffet Slerping Car Line running daily between San Antonio, Texas, and the City of Mexico. A passenger representative meets all trains at the border to look after customs inspection and

the border to look after customs inspection and to aid passengers in making money exchanges, etc

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

convenience.

For further information call on or address any agent of the Southern Pacific Co., or W. H. CONNER, Commercial Agent, Commerce Bldg., Cincinnati, O.

C. K. DUNLAP, Gen. Pass. Agent, Ciudad Porfirio, Diaz, Mex.

WAUKESHA, WIS. Cadwell F. Mevis City Bill Poster and Distributor. 638 Main Street. n97

Utah and California!

Are two of the most magnetic names in the roll of States, and the best way to reach them is

RIO GRANDE WESTERN RAILWAY,

"Great Salt Lake Route."

As the titles indicates, the R. C. W. is the only line that passes directly through Salt Lake City on the way to California; and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your Western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully, and you will choose the R. G. W. for this reason, as well as for the magnificent scenery, superbequipment and fast time. Write to F. A WADLEIGH, General Passenger Agent, Salt Lake City, Utah, for particulars.

Chicago, Ills. J. A. CLOUGH. Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

L. A. DANIELS, City Bill Poster and Distributor. SANTA CRUZ, CAL.

POPULATION 8,000. Member International Bill Posters Association of United States and Canada. Let's

Figure



What the distribution of your advertising matter in Atlanta would cost. You can do all the figuring afterwards—the result figuring. 'Twill keep you busy.

EDWARD B. BRIDGER,

608 Temple Court.

ATLANTA, GA. M'CALL, AD-WRITER.

"Everything comes to him who hustles while he waits." 1897

W. H. CASE, MANAGER.

teed at all times

OUT-DOOR ADVERTISING The only exclu-IN ALL ITS BRANCHES. Service in city.

24 NORTH MINER STREET.

__ FORT WAYNE, IND.

AGENTS WANTED Either ladies or gentlemen, to sell our new

HIGH-GRADE TOILET SOAPS AND PERFUMES.

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

THE MINETEAUX SOAP & CHEMICAL CO., 38 Fast Third St., CINCIN-ATI, O.

COLUMBUS, GA

The Star Bill Posting & Sign Co.

13.700 SOUARE FEET Billboards put up SINCE MARCH 1st, 1897, and st ll building. Ail boards are built of matched lumber. Address.

EDWARD H. GRUZARD, Manager

Population 30,000. 150 Three-Sheets.



Press Clippings

Proposed events, fairs, conventions etc. Other lines of items from the newspapers of the country. Send for particulars.

N. E. Newspaper Bureau. 146 Franklin St., Boston.

Cincinnati. O. Pop. 350.000. Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, cincinnati

What is worth doing at all, is worth doing well.

Best facilities for distributing, sampling, signacking—card, tin or steel. Population, 500,000 Dwellings, 85,000. Member I. A. of D. Office, N. W. Cor. Mount & McHenry Sts., BALTIMORE, MD.

OREGON SIGN CO.

Bill Posters, Distributors and Sign Paint ers Box 374, Oregon City, Oregon. 79

THE MANHATTAN PRESS-CLIPPING BUREAU. NEW YORK. LONDON.

ARTHUR CASSOT, Manager. Knickerbocker Building.

No. 2 West 14th St., New York. Supplies press clippings for Trade Jour-als, and on all subjects. Best facilities. HON. CHAUNCEY M. DEPEW is one of our regular patrons

Hon. CALVIN S. BRICE: You have the best facilities of anyone in the field in your business.

BELVIDERE, ILLS.

STERETT Show Printing Co., San F. ancisco, Cal.

TROY, ILL.

F C Gares, Mill Poster and Distributor. Reference furnished. 697

you are an up-to-date advertiser you want the late t and best advertising novelties. B fore placing your order write

The Adv. Novelty Co. 32, 34 and 36 E. 3d St CINCINNATI, OHIO, lanufacturers of and dealers in Domestic and Imported Advertising Novelties, Cards Calendars, Panels, Shap-s, &c.

WE HAVE PRINTED TO BE PROUD OF OVER 2,000,000

BIRLUST FOR YEARS All Kinds of Printing and Engraving.

The Office Paper

Mailed free to all mentioning this advertisement BUSINESS contains articles by noted writers from Office Routine. Business Management, Ac-counting, Advertising and Economic subjects, In-cluded under Finance, Transportation, Commerce and Manafacturing.

To read BUSINESS is a liberal commercial education in itself.

education in itself.

The office of BUSINESS is to be in every office.

Monthly, \$2 a year. Address

BUSINESS PUBLISHING CO., 13 Astor Place, New York.

National Advertisers estimate the value of a newspaper by the amount of local advertising it carries, rightly inferring that local merchants know the paper which brings them the best returns. Nothing goes further in impressing them with the value of the billboards than to see them well covered with local work. MORAL: To get the patronage of the National advertiser begin at home.

only need to show them to affect a sale. Try it and grow rich. Samples free to bill posters. Address,

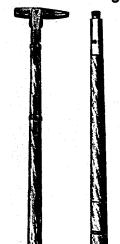
Interest your local merchants. Donaldson Posters will do it. You

CINCINNATI.

The Donaldson Litho. Co.

Jointed Magnetic Hammers.

Just the thing for Card Tackers.



The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high—away above the reach of mischnesous kids. Donaldson Lith. Co.,

Ponaldson Litt. Co., Cincinnati, O.
DEAR SIRS: I received from you a few daysago a Magnetic Hammer in good condition—I have used the same and find it to be the finest article for putting up signs that I have ever used. Yours truly, FLEISCHMANN & CO.

Gardner, Mass. W. P. Bullard, Agt. SAVES CLIMBING.

Enables you to give your clients first-class permanent PRICES:

36-ir. handles, 2 sectior ig-in handles, 8 sections.

DONALDSON LITHO CO. Sole Agents, CINCINNATI.

CASH MUST ACCOMPANY ORDER. NONE SENT C. O. D.

Bill Posters' Paste Brushes.

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find any where.

PRICES.

S inch, \$2 25 each. 9 inch, 2.75 each. 10 inch, 3.00 each.

SEND YOUR ORDERS TO

This is our celebrated "UNEXCELLED"

THE DONALDSON BRIES

The state of

The Best Paste Brush made. Popular everywhere on account of its great durability.

PRICES.

8 inch, \$2 75 each. 9 inch, 3.00 each.

Jointed Paste Brush Handles

Made Expressly Por

Traveling Advertising Agents.

Will fit inside of a bill trunk. Great convenience. HANDY, DURABLE,

STRONG, RIGID. PRICE:

7 feet, 2 sections, - - \$1.25 10½ feet. 3 sections. - \$1.75

CINCINNATI.

Remit with order. None sent C. O. D.







BILL POSTERS can find no better way to induce local merchants to test the efficacy of Billboard Advertising than by using our stock stands. Send us \$1.00 and reading matter and we will fix up a good, strong stand, and nine times out of ten you will come back to us with an order for as many as your town will stand. Don't put on too much reading matter. The fewer words, the stronger















TRY TO HAVE THE LINES ARRANGED LIKE THIS:

the stand. Let us use our judgment in display lines. We have a large stock of up-to-date letters to select from.

If you have never received our list of Pictorial Posters you are missing a good thing. They are the most unique line ever printed. Applicable to any business. We will send you a full sample line free of charge.

FERNEGAN & CO.

719-721 SYCAMORE ST., CIN., O.

W. C. TIEDE.

Distributor and General Advertiser.

325 MAIN STREET.

.... RACINE, WIS

MILFORD, MASS. Pop. 9,000 E. R. Negu , Dis ribut ir. 337 Main St.

"PROFITABLE ADVERTISING,"

The Advertiser's Trade Journal. Fully illustrated, bright, original, up to date. Poster department. The handsomest publication of its kind. 10e, brings a sample copy if you mention THE BILLBOARD. K 17: E. GRISWOLD, Ed. and Pub., 13 Sch. of Stre 1. BOSTON. BASS.

Butte, Mont. W. E. Kendrick, Bill poster and sign advertiser. P.O. box

Winona, Minn. Pop. 25,000.

Winona Circular Dist. Co., 78 E. Second st General Outdoor Advertisers, Sign Tack

Fort Wayne City Bill Posting Co.

Theatrical and City Bitl Posters. Distributing and Advertising Agents. Work promptly and properly executed. FORT WAYNE, IND. C. B. Woodworth. Manager.

RURRER STAMPS.

Climax Stamp Works, box 106, Relgreen, Ala Sample—any wording—and self-inking pad, 100,

In offering the services of the

United Press

succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices

With a carefully trained force of proficient readers

And have an exchange list that thoroughly covers every section of the United State and Canada.

We feel no hesitancy in asserting that we can fill any order entrusted

Service equal to the best at a price as low as the lowest.

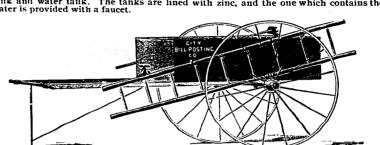
New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start.

We solicit your patronage. Respectfully,

134 Van Buren St.,

Chicago.

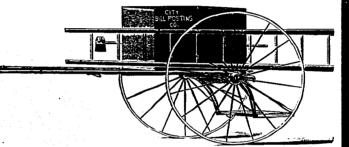
Bill Posters' Push Cart.



They are beautifully painted, substantially built. Will last a lifetime, and 1 sell them at the phenomenally low price of #2".

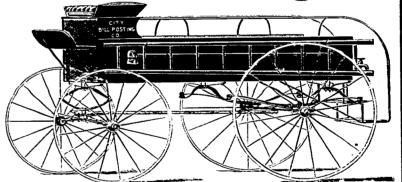
No extra charge for painting firm name on the sides.

Bill Posters' Pony Cart.



Light strong and durable. This vehicle is bound to find favor. It is the handlest thing imaginable. Has paste tank, water tank, etc., and we furnish complete for the remarkably low price of

Bill Posters' Wagons.



We make them in almost infinite variety. We have them with shafts and with poles, with and without tops, in fact in every style imaginable. This is one we make in three sizes, at the following prices, viz:

A-\$90.00. B-\$100.00. C-130.00.

JOHN H. MICHAEL, Manufacturer Bill Posters' Vehicles.

225, 227, 229 East 8th St., CINCINNATI, O.

CINCINNATI, OHIO.

Process Engraving on Copper and Zinc.

United Press News Bureau, Wood Engraving and Electrotype Designing.

Send for our Catalogue.

daily and weekly newspapers of the country, receiving them direct from the publishers and cutting out those items of designated interest to our clients at

All the latest literature on any subject selected at vour order

Material for trade and class papers, addresses for the catalogues, booklets and printed matter of business nouses, personal mentions, articles for speeches, lectures, sermons, books, obituary notices, advertisements, etc., etc.

Sending you clippings from our New York and Chicago offices direct, if so desired, as well as from our main office in Boston, we can get clippings to you wore fresh than those furnished by others.

Write for further data and prices, which are the lowest, work considered, of any bureau in existence.

> THE NEW ENGLAND NEWSPAPER BUREAU.

146 Franklin St., Boston

Rutland, Vt., M. Kingsley, Owns and controls all billboards Address 48 West St., Rutland. Vt.

R W. STORRS. De Funiak Springs, Fla.

Can cover all West Florida outside of Pers sacola in any manner desired. WANTED—A hustling bill poster, who has some cash and wishes to establish an opposition in a New England city of 60.000 population. Prospects are excellent, as the present bill poster is not giving satisfaction. A hustler can hear of a good chance by addressing OPPORTUNITY, care Billboard.

sort. Thousands come here from all over the United States.

The advertiser gets more than

IT IS IMPORTANT, IF SMALL.

Meridian, Miss., Pop. 15,000 L. D. Hoffer, city bill poster and distribu

Charleston, W. Va. E. H. Carwithen, Distributor, Satisfaction guaranteed. Six adjoining towns. ng

Oakland, Cal.

Belasco & Co., Bill Posters and Painted Signs.

Tucson, Ariz. 2,000 ft. of boards WM. REID, Box, 148.

Do you intend to advertise in

San Francisco, Oakland, Alameda Co.,

CALIFORNIA?

SIEBE & GREEN

Bill Posting and Painted Sign PLANTS.

General Office. 11th and Market Sts., San Francisco.

Branch Office, 3rd and Washington Sts., Oakland.

San Francisco. ⁴

44,000 Lineal Feet Fencing,. 10 and 20 ft. high. 350,000 Population.

Oakland. 11,000 Lineal Feet Fencing, 10 and 20 Feet High, 60,000 Population.

Alameda Co. 9,000 Lineal Feet Fencing, 10 and 20 Feet High. 150,000 Population.

THE BILLBOARD

Vol. IX., No. 8.

CINCINNATI, SEPTEMBER 1, 1897.

PRICE 10 CENTS PER YEAR. \$1.00

THEORY AND PRACTICE.

BY SAM W. HOKE.

I have had a great many complaints from my clients during the past few weeks on account of their paper being crowded off the bill boards by Buffalo Bill and various circuses. Some of their traveling men have reported that in the majority of these towns there are more vacant lots than billboards, and that from a superficial observation there should be very little difficulty to the bill poster in securing a great deal additional space on which to build more boards.

I was talking over this subject the other day with Mr. Louis H. Ramsey, of Lexington, Ky., Vice President of the Bill Posters' Association, when he advanced an argument against an excessive number of billboards. He says that a town will stand only a certain amount of bill posting, and that a circus usually comes only once a year. And he thinks that if more boards are built the majority of them will lie idle for the other eleven months. Not only will they lie idle, producing no revenue. Mr. Ramsey says. but they will look ragged and shabby and woe-begone, and be apt to give the advertiser a bad opinion of the town-as a shabby lot of billboards is sure to do.

Mr. Ramsey's remarks are the result of knowledge gained by long years in the bill posting business, while my remarks are largely theoretical; I am convinced, however, that there are very few bill posters who do all the business they could do. There is nothing that will make a man get up and hustle around for business like the knowledge that he has a lot of good space going to waste.

The average bill poster usually takes what comes along, and makes little effort to get more business. Of course, to such bill posters as confine themselves to this easy-going plan, there will be only a certain amount of work come along.

But a large and rapidly growing majority of the bill posters to-day are hustling for new business, not only among the national advertisers, but also among the home merchants. The day of the stock poster is here, and the various show printing houses are strongly competing

As a result the bill poster now has no only the usual amount of national advertising, but as much local work as well, and the local work usually pays as well as the national, if not a great deal better.

But aside from the question of circuses, I am constantly having my estimates for various towns scaled down by the advertiser and his traveling men, who from their inspection of the towns, know that the bill poster has not enough boards to accommodate all the paper we had arranged for sending.

I sent an order about a month ago to a city of some 50,000 population, the leading city of a leading state; the order was for 50 3-sheets, 10 16-sheets and 20 8sheets, to run seven months. I received a reply that the bill poster could attend to the 50 3-sheets, but that the theater had contracted for all his stand space until next April, and therefore he could do nothing with these stands. Now, I can readily understand why a bill poster should be loth to build a lot of new boards to accommodate an order of a single month, but this order would amply compensate for all the expense of the added plant.

After a little further correspondence with these people I arranged for their

Display Advertising in Johannesburg, South Africa.

BY LEWIS GARRISON.

Johannesburg has a population of 100,-000 people. Some of this number are the owners of the nearly 200,000 ounces of pure gold which is extracted from the mines in and around Johannesburg monthly. Wise men of England and America have taken advantage of the opportunity to advertise there and are succeeding in getting some of the \$3,600,-000 per month taken out of the earth.

The cut on page 2 is of a building overlooking the site of the new Post Office, which is located in the center of the

appearance of the cars. Street car advertising is taken up by just a few of the leading merchants. Some have the side of a car at the top, the sign simply giving the firm's name in large letters and the business. Over the front roof of each car is an advertising sign also. Even the iron fenders at both ends of the cars are painted over with advertisements .

The three theaters in Johannesburg advertise in the same manner as do American play houses. Posters are up all over the city and on every available billboard. There is a hustling Euglish concern that controls every hoarding in the city, and much of the more prominent places is devoted to theater advertising. Lithographers are very high priced in Johannesburg. Companies generally import their own lithographs, but if they don't and they want to pay the high prices they can have excellent service in that line at one of the leading newspaper offices.

It is surprising to see the numb r of very success ul firms that prefer advertising on the boards to newspaper advertising. When a new p eparation or article is introduced in Africa, the agents of same always inquire after hoarding space first. Type writers, butter, condensed milk, shoes, and in fact everything sold in Johannesburg is advertised on the boards in both posters and illustrated signs. Around the new Post Office is a hoarding 15 feet high and contains handsomely painted signs, many comically

The Dutch Government owns the railway system in the Transvaal, and they have sold the privilege of advertising in stations and along the line to a firm in Pretoria. The Government has also sold the privilege of advertising in the small spaces in the railway carriages. These spaces, however, are not used to any considerable extent. A few firms having branches in the leading cities of South Africa use this space within the cars.

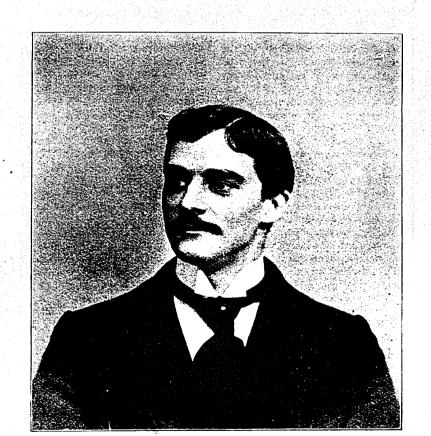
A firm of Johannesburg has the most prominent outside advertisement that I ever saw. Directly in front of the railway station they have a 3 feet wide by 7 feet long sign board placed on poles overhead. The advertisement painted thereon can be seen by all leaving or entering the city. Another firm has a clock at the entrance of the station. The advertisement painted on the clock is larger than the dial. The advertising around the station is certainly American like. All the vacant ground is fenced in, and large space is bought by each city firm for the display of their business announcement.

city, and will be completed in about two years. In the left hand corner appears

Columbus, Ohio.

The New England Newspaper Bureau have issued a neat little booklet, advertising their worth and usefulness.

Poster exhibits are still the rage at Louisville, Ky.



JOHN ROBINSON, Jr.

connection with a live up to-date bill poster, who had money and spunk to put with them, and in a few days now there will probably be a good service there for all the paper that may be sent them at any time But to wake them up I was compelled to threaten them with an opposition plant.

The fact is, very few bill posters are getting out of their business all there is in it, or even a fair proportion of the possi-

painting of the ads on the wall. The advertisers on the walls are among the leading firms of Johannesburg. It was no surprise to me to see ads both inside and outside on the street cars. The street cars in Johannesbu g, however, are very crude and are meanly kept, an i the ads

Mr. Marks, who bought the advertising

space on the building and attends to the

on them are in keeping with the general

BILL POSTERS' WAR OVER.

Negotiations which have been quietly pending for several days past between the old established firm of Fiske Bros. and John G. Brewer, doing business under the title of the Acme Bill Posting Company, were concluded and the Fiske Bros. purchased all of the billboards, office fixtures and other property of the Acme Company. The office of the Acme Company, at 16 Waldo street, will be closed for good, and Fiske Bros. will retain their old quarters at 43 Waldo street, where they have been located for many years.

A Bill Posters' War in Indianapolis.

Passers-by have noticed that white paper has been pasted over lithographs on the big billboard at Fort Wayne avenue and Alabama street. "It's the result of a bill posters' war," said Alexander Harbison, manager of the Indianapolis Bill Posting Company; "the white paper was pasted there by the Empire Bill Posting Company in support of their assertion that they owned the board."

Mr. Harbison says he has witnesses who will substantiate his claim, and that the opposition virtually surrendered its lease once.

Hedges & Drury, managers of the Em

p're Bill Posting Company, say they are not any more the attacking party than the Indianapolis Bill Posting Company. "We did not give up our lease," say Drury and Hedges; "it expired August 4, but we had an option for the next year The stand was leased to the Indianapolis company over our lease, and their lease, is, therefore, void. When we had the board to the Indianapolis company disfigured the paper we put up, and we had them arrested. In a justice's court judgment was given to us. The other company appealed to the Criminal Court, where the case now lies. We pasted that white paper over the Indianapolis company's lithographs. In this war each party thinks himself in the right, and neither will give in until he is forced to by the court

No License Required in Erie.

The bill posting ordinance having been declared illegal by the court, all persons who desire to distribu e bills, post the same, etc., will be permitted to do so without being compelled to pay the city bill pos ers a specified sum. The ordinance was passed by councils at the request of a few bill posters.

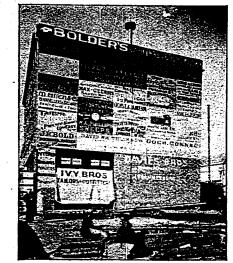
Oldtown, Maine, is a thriving little city and has E. J. Jordan for a bill poster and distributor.

The Vincennes Bill Posting Company own and control all boards in that city.

P. M. Cooley recently sold the Binghamton Bill Posting business to George Cast ner, of Syracuse, who has formed a partnership with Mrs. Abbott, the new company to be known as the Parlor City Bill Posting Company.

It is one of the live institutions of the city and under the new regime will enlarge its scope in that territory. Mrs. S. M. Abbott continues as manager, with P M. Cooley as general superintendent.

Abbott & Castner is the firm name, and it is destined to become well known to theatrical and other companies. All work will be done in metropolitan style and with metropolitan activity and finish. Mr. Castner is a genuine business man, and Mr Cooley has the show business at his finger tips in all its departments



A Iohannesburg, South Africa Bulletin Board.

Charles M. Nichols, receiver of the Springer Lithograph Company in the suit brought by the P. Haden Saddlery and Hardware Company, reports to the court that under an order of court directing him to sell at private sale he has sold the plant to the Columbus Lithographing Company for \$9.822 62. By the terms of the sale, the purchaser with the written consent of the secured creditors pays to the receiver in cash to apply on the claims the sum of \$1.580, and further agrees to assume the balance of the liens amounting to \$6,314.89 and to pay in cash the further sum of \$1,939 78.

Nichols states that the unsecured creditors have agreed to accept 25 per cent. on their claims, and with the last named cash sum he will be able to pay the court costs and the percentage. The receiver asks for an order confirming the sale and directing him how to pay out the money in his hands. Powell and Minehan filed the motion.

There is a good deal of interest among lithographers in the use of aluminum plates for color printing. The firm of Orcutt & Co., of New York, says the Alumnium World, now uses aluminum plates entirely on a number of presses which were built for printing with zinc. The herwood Lithographing Company, of Chi ago, is also beginning to use aluminum plates.

Posters are to play an important part in the coming campaign.

The new Festival poster is a strictly high grade Topeka institution. It is designed by Topeka artists, engraved by Topeka engravers, printed by Topeka printers, and will be used to advertise the Topeka Festival. It is the work of the Hall Lithographing Company.

M. Abbott continues as manager, with P

The top sheet is printed in red-brown

M. Cooley as general superintendent. and blue. It gives the date of the event,

The middle sheet is printed from a lithograph stone. It is emblematic of the various attractions which will be on exhibition.

There is the head of a fireman; likewise one of a red man. There is a column of soldiers, probably coming from Ft. Riley. A Santa Fe train, and a partial view of the Santa Fe office building show that the great Kansas railway is to be in the game.

A cluster of flowers twined around the Floral shield reminds one of the great preparations which are being made for the Festival. There is also a row of happy, rollicking Karnival Knights and Karnival Ladies -"it takes no ghost come from the grave" to tell us that this is significant of the "red-hot time in the old town to-night."

The third sheet of the poster proclaims in the large brown and blue letters of the upper sheet the wonderful sights which will be seen in Topeka during Festival week.

Such is the new Topeka poster. Let it wave in every town in Kansas, and there will be a hundred thousand people here to attend the second annual Topeka Fall Festival.—Topeka (Kas.) Capital.

There is every indication that the great Transmississippi and International Exposition which will be held in Omaha in 1898 will be one of the greatest events of its kind in our history, being surpassed only by the World's Fair. Already the work is progressing. The financial resources of the exposition on August 1, were \$1,079,500. With that sum alone a wonderful display is assured. But much will yet be added to the existing resources. The exposition is to represent all the industries and resources of the great west. Every state from the Gulf of Mexico to the Dominion and from the Mississippi to the Pacific will be represented.

Michigan State Fair officers were renominated without opposition. They are
as follows: President, William Ball,
Hamburg; Vice-President, I. H. Butterfield, Lansing; Treasurer, C. W. Young,
Paw Paw; Secretary, H. S. Fralick, Grand
Rapids; Executive Committee, E. W.
Hardy, Howell; Frank Maynard, Jackson; F. L. Reed, Olivet; N. J. Kelsey,
Marshall; H. R. Dewey, Grand Blanc;
R. D. Graham, Grand Rapids; M. J.
Gard, Volinia. Term ending January,
1899.

Held at Elizabethtown, Kv.

The Hardin County Fair closed with a good exhibition and a creditable attendance. The receipts of the association were \$700 more than last year, and the expenses were not so great, so there will be a handsome profit to the stockholders, not far from \$1,000.

Mardi Gras For Chicago.

Members of the North Side Business Men's Association recently met with the Executive Committee of the organization at the Revere House for the purpose of considering the big celebration to be held in the city October 4 to 9 inclusive.

The details of the pageant rests with the North Siders, who originated the idea of introducing to the notice of Chicagoaus and prospective visitors a spectacle which they expect will eclipse the Mardi Gras and Veiled Prophets events of New Orleans and St. Louis respectively. In addition to the display of floats to be made directly under the auspices of the business men, the clubs and various organizations of the three divisions of the city are to be invited to lend their aid. In the event of bicycle clubs taking part it is expected that illuminated wheels will add much to the novelty and brilliancy of the night parades.

Vassily Andrejevitch Ebell has just been commissioned by the Department of Exhibits of the Transmississippi Exposition to work up a Russian village as one of the exhibits for the exposition. Mr. Ebell has decided to call his exhibit "In Joyful Russia," after the book written by John A. Logan, Jr., and in which he will endeavor to depict Russia as it is, to take away the erroneous impressions of that country created by the writings of George Kennan. He will leave Omaha in a short time to begin the work of arousing interest in the exposition among his own countrymen and the friendly Slav nations.

The great attraction at the colored Fair at Shelbpville, Ky, was the cake walk The prize was a purse of \$25.

The annual fair at St. Clairsville, W. Va., was considered to be the best in years.



Mr. William S. Hart, the enterprising Secretary of the Waukon, Iowa, Fair writes as follows:

'Thinking you might be interested in the way we are billing our western fairs I send you enclosed photos of a coup'e of descriptive stands of which we are using this year about 1.600 sheets. One is a 6x12 occupying a good corner here in Waukon, the other being a 14-sheet at a country cross roads, where there is considerable travel. We will use along with those about 300 printed 3-sheet bills, and 1,000 sheets of pictorial stands, and 500 single sheets lithos. We do our billing with one team and a crew of two men and a boy, the job taking from three to four weeks. In towns having a good reliable bill poster we place the work with him, as it is cheaper that way. But there are only two or three towns in our territory that we can place work in in that way.

"Everything looks promising this year and we are hopeful of another record breaker this fall."



WHAT THE DISTRIBUTORS ARE DOING

Bridger's Budget.

On the 20th of August the president of the I. A. of D. through correspondence, appointed me one of the press agents of the above organization. And in making this my first bow for honors in the ranks of its official board, I feel somewhat like the little girl who was desirous of learning how to swim, was adjured by her mother in this wise: Now, my dear, go hing your clothes on a hickory limb but don't go near the water. It is with this feeling that I take up the pen in the interest of that grand organization known from the North, South, East and West as the I. A of D., and feel that I have been called upon to help unfold to the advertisers the fact that there is at last an organization worthy of their confidence and support.

If after awhile I see the great possibilities which are daily unfolding in the interests of outdoor display and particularly the members of the I. A. of D. taken advantage of and enlarged to their fullest extent I shall feel satisfied if I am able to bear a small part of the enlarging of these possibilities. It is with this idea in view that I would encourage every member of our association to press forward more earnestly in the coming year to win greater laurels than in the past. But how can we do this the key note of a successful business life is to do everything the best one knows how that will in the end challenge the admiration of every advertiser and bring the blush of shame to every fraud and catch can organization. To every member of the I. A. of D. I would earnestly ask to correspond more with each other, learn to know each other better, and through that medium be prompt in answering all correspondence. In corclusion let me say that I desire to get in touch with every member to feel that in the organization we are not only brothers but friends in the highest and truest conception. I believe we are entering upon a new era in the interest o our association. We have grown out of swaddling clothes and have entered upon the golden possibilities of mature manhood. Let us be up and doing.

Case's Contribution.

Members are cautioned not to do any work for Hoffman Drug Company, alias Hazen Morse, alias Splendor Manufacturing Company, New Rochelle, N. Y, unless they get cash with order or good local security, as they utterly ignore letters of inquiry; bils and drafts are returned without comment; they are evidently on the beat order, and diftributors who are not working for their health or glory should give this crowd the go by.

The California Fig Syrup Company have disappointed many distributors and bill posters this fall by recalling all contracts, and will do nothing in cities where from some reason or other they failed to reach this spring. This move will be much regretted, as this firm is a liberal advertiser and are staunch friends of the I. A. D.

Charles W. Orris is the la'est member of the I. A. D. He controls the city of Des M ines, Iowa, and adjacent territory. Charley is "all right."

If Sprenger, "the Honest King" of Poughkeepsie, N. Y., had been a m mber of the International Association of Distributors, as he advertised himself to be, he would have been money in pocket, as all members have been advised and given particulars in regard to "The Novelty Plaster Works" and the "sole owner and proprietor's" peculiar (?) contract. We are sorry for you Mr. Sprenger, but "those that won't hear must feel," you know, and a little advice might not now be amiss. It is simply-join the I. A. D., the only recognized distributors' association of to-day. The above advice could be applied to many other distributors who are representing to advertisers that they are members of the I. A. D. To such we simply say-boys, you are risking your reputation for honesty by taking such a course when you might become bona fide members by a little exertion

Gifford Remedy Company, Indianapolis, Ind., are putting out a neat little booklet advertising their remedy. They employ "our own distributor," whose chief aim appears to get rid of as many \(\epsilon\) so possible. Vansyckle ought to give him a few lessons

Member John A. Clough, of Chicago, reports business good in his territory. He is at present working 20 men and expects to work 40 before the robins nest again.

Dr. Kilmer & Co, the largest medicine fir a in the United States, have placed their work with the International Association of Distributors in all cities not covered by their trave.ing distributor. All correspondence regarding this work should be addressed to the soliciting secretary. Mr. W. S. Redington is the wide awake advertising manager of this firm and has many staunch friends among the members of the I. A. D.

George W. Vansyckle, the "old reliable" at Indianapo is, is right in the swim. His gorgeous new wagon carried of all the honors at the State Fair. By the way, that wagon is a work of art, and Brother Van. is justly proud of it.

The Hustler Advertising Company, 24 Miner street, Fort Wayne Ind., want prices and amount of paper (one sheets) required to thoroughly post cities of 5,000 and over in Inliana, Illinois, Michigan, Ohio and Pennsylvania.

Tips to September 20, '97.

Conn

Emerson Drug Company, Baitimore, Id.

Standard Oil Company. See local agent for sign tacking.
Hobbs Remedy Company, Chicago, Ill.

Slow pay.

The J. P. Dieter Company, Chicago, Ill., 60 Waldo Place. Won't pay over

\$1.50. F. W. Felgner & Son, Baltimore, Md,

F. W. Felgner & Son, Baltimore, Mc Signs, 1 cent.

C. I. Hood & Co., Lowell, Mass.
Dr. Shoop Family Medicine Company,
Racine, Wis.
Sterling Remedy Company, Indiana

Mineral Springs, Ind.
Dr. Miles' Medical Company, Elkhart,

Gem City Tobacco Company, Dayton,

B. F. Stinson & Co., Buffalo, N. Y.
The Dr. Chase Company, Philadelphia,
Pa., 224 Tenth street.

Gifford Remedy Company, Indianapolis, Ind.

Anheuser-Busch Brewing Association,

Anheuser-Busch Brewing Association, St Louis, Mo. P. J. Sorg & Co., Middletown, Ohio.

igns. W. M. Case,
Soliciting Secretary.

Steinbrenner's Sayings.

Groves, the hustling bill poster and distributor of Evansville, recently sent out a 3-sheet poster containing copy of the ordinance preventing any one distributing in that town. Groves pays \$100 a year license for distributing and \$100 for bill posting.

Douglass, of Memphis, writes that the distributing business is better this year than ever before.

Cooley, of Binghamton, has sold out to Castner & Abbot. He continues as superintendent.

H. T. Hayes, the general advertising agent of Dr. Chase Company, Philadelphia, wrote Steinbrenner that his concern had splendid results from his distribution in Cincinnati. They sent two distributors to days apart. Steinbrenner says the druggists told him that the demand created was instantaneous and continuous.

W, D. Redington, Dr. Kilmer's agent at Binghamton, is furnishing distributors with a new style distributer's bag. If you need anything of this kind write. Mr. Redington formerly carried the bag himself and does now if occasion calls for it.

Hill, of Nashville, is hustling as hard as ever for the association, notwithstanding the fact that he is no longer an officer. Hill is a credit to the organization.

Van Syckle, of Indianapolis, has just completed a large contract for outside territory. He has returned home and finds plenty of work on hand, including a large distribution inside the fair grounds.

Haynes, of Ironton, would like to hear from brother members of the I. A. D.

Steinbrenner has contracts on hand for over one million pieces. He has placed his brother in charge of the suburb distributing. Steinbrenner is receiving many complimentary letters about his letter heads. He believes in doing everything right.

The I. A. D. is still growing. It has members in all the large cities, and is represented in every state in the union.

Beardsley, the genial traveling inspector and advertising agent of Dr. Miles' Medical Company, is very popular among distributors. Mr. Beardsley is enthusiastic over the I. A. D., and gives its members work wherever possible, and also endeavors to have distributors who are not members join the association.

W. A. Waters, the advertising agent with G. G. Green, Woodbury, N. J., has joined the I. A. D. and started distributing agencies in Philadelphia and Camden, N. J., under the firm name of W. A Waters & Co. Advertisers who contemplate distributing in either of these two cities would do well to write them.

W. H. Case, of Fort Wayne, the solicit ing secretary of the I. A. D., reports that he has bright prospects for landing three large contracts for the members of the association. Mr. Case is kept busy with correspondence, and he writes that advertisers generally are interested in the association and will give preference to its members.

Holshouser, of Covington, Tenn., is tickled over his membership in the I. A. D. He says he has just secured two large contracts through the efforts of Mr. Case.

Clough, the ex-President of the I. A D, reports that he has 20 men at work in Chicago. It looks as though prosperity has struck Clough.

F. Altman & Son, of Columbus, Ohio, have joined the I. A. D.

Clarence D. Wright represents the I. A. D. in Washington, D. C.

H Joseph Reed, the hustling President of the I. A. D., reports plenty of business in Kansas City.

Dr. Kilmer Company, of Binghamton, N. Y., are going to give their distributing to members of I. A. D. in all sections where their regular traveling distributor does not reach. They expect to put out more advertising matter this year than ever before.

Donat Lefebre has contracts with The Lydia Pinkham Company, Wells Richardson Company and Dr. Kilmer. He also has several others ready to make contracts for his town. only by good, reliable service can they

hope to build up a good business. And

be it said to their credit, that it is rarely

that one of their number is found incom-

petent or dishonest. Still there are some

few left. Speaking recently to the trav-

eling inspector of a large patent medicine

house, we learned how carefully he had

the records of each down, and when a

man proved dishonest he was marked.

his name sent to other agents and he was

given the co'd shoulder. But towns where

he knew good service was being given,

he said, that they had put out their dis-

tributing matter at unseemly seasons and

The Irrepressible Kramer.

"The irrepressible H. L. Kramer be-

lieves in being aggressive and in carrying

war directly into the camp of the enemy.

Mt. Clemens, Mich., is a great health re-

sort—a much advertised haven for rheu-

matics. There are a number of sanitari-

ums in the town, and all of them are well

filled with people seeking relief from

rheumatism and kindred afflictions. Not

long ago Mr. Kramer sent an agent to the

town, and the latter leased all the avail.

able billboard space in the place, and in

such a way as to surround all the sani-

tariums, so that their occupants could

look in no direction without seeing the

signs that might be placed on his leased

boards Then Mr. Kramer sent painters

up to Mt. Clemens and they got in their

work. Last Monday Mr. Kramer re-

ceived a letter from the boss of the paint-

ers saving that the owners of billboards.

refused to allow any more sign painting

to be done and that they intended to

paint out what signs were already com-

pleted. Mr. Kramer wired an attorney

to p otect his interests, and if necessary

to file injunction suits. Where the rub

comes in was in the chara ter of Mr.

Kramer's signs. It was particularly ex-

asperating to all those sanitarium owners

to have their guests confronted on ail

WHAT! NOT CHEED VET?

No BETTER THIS MORNING?

VOIL STAY HERE. THE MUD BATHS AT

INDIANA MINERAL SPRINGS ARE WHAT

WELL, STILL HERE ARE YOU?

WHERE RHEUMATISM CAN BE CURED?

MAGNO-MUD BATHS NEVER FAIL. YOU

GET THEM ONLY AT THE INDIANA MIN-

It made no difference which way the

invalid looked, some of these signs were

always in full view, and, of course, made

a big impression. There will be no end

of trouble out of the affair, besides the

Mr. Kramer is a clever and enterprising

gentleman-and somewhere in his anat-

omy is located a 240 horse power electric

motor. Long may he wave!

WHY DON'T YOU LEAVE AND GO

WELL YOU NEVER WILL AS LONG AS

WELL, GO TO THE INDIANA MINERAL

sides by such words as these:

CURE RHEUMATISM

VOII WANT.

ERAL SPRINGS

The Attica Ledger Democrat says:

still received good results.

THE BILLBOARD.

PUBLISHED MONTHLY AT

127 Fast Eighth Street, Cincinnat, O., U. S. A. Address all communications

For the editorial or business departments THE RILLROARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES.

Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafatgar Buildings, Northumberland Ave., W. C. In Pasis, at Bretano's, 17 Avenue del Opera. The trade supplied by the American News Co, and its branches. Remittance should be made by cheque, post-office or Remittance should be made by cheque, post-office or Contractions of the Contraction of the Contractio Remittance should be made by cheque, post-of-express money order, or registered letter addr and made payable to The Biliboard Pub. Co.

anu maac payaote to 1 he Billboard Pub. Co.

The editor cannot undertake to return unsolicited
manuscript; correspondents should keep copy.

When it is necessary to wire us the instructions
and copy for advertisements, great saving in the
matter of telegraph tolls may be had by recourse to
the Donaldson Cipher Code.

SEPTEMBER 1st.

NEVER before in the history of the bill posting business have the boards been so crowded with posters as they are to day. Commercial posters, circus posters, theatrical posters, all vieing with each other for supremacy, and it really seems that the commercial poster is in the leal Everything from cigars, down or up, as you choose; soaps, soups, chewing gum, face powder, soap powder, patent medicines, clothing, shoes - in fact, everything that can be advertised, is found to-day upon the boards. Where you could count ten advertisers on the boards five years ago, to-day, you can count a hu idred. Truly, the bill posters' prosperity has

WHAT has brought about this change? Only one thing-good service It is an undisputed fact that billboard advertising is the best of all advertising It remained for the bill posters to learn that the advertisers wanted results. There was only one way to get results, and that was by giving the advertisers good service The bill posters have learned this by experience; they have profited by that experience; the result is, all the work they can handle.

THE BILLBOARD takes upon itself some of the credit of having brought about this change. Some of our readers may remember, a few years since, an interview appeared in this paper with a prominent advertiser, who denounced certain bill posters in strong terms. It made them mad: but it caused others to think. We have never knowingly injured any bill poster's business, but where we have found a man who gave dishonest service we have denounced him and his methods in our columns. We have made some enemies, but have helped the craft at large.

DISTRIBUTORS, too, are learning that New Advertising Scheme.

The latest advertising scheme in Chicago is backed by one of the telegraph companies. It proposes to erect in the down-town district 100 "towers" 16 feet high, containing clocks, a time ball, thermometers and a lot of other things. The sides of the towers are to be used for the posting of advertisements. It is held that the clocks and thermometers would be of great service to the people.

A feature of the Ohio campaign this fall is to be the bill poster. Senator Hanna has received advance proofs his own lithographs which will ere long adorn the dead walls over the Buckeye state. They consist of a bust portrait from his latest photograph, with the fac-simile of the senator's autograph

The story is going the rounds that a well-known artist received a circular from a whisky firm, inviting him to join in a competition for a poster. Only one prize was to be given, and the unsuccessful drawings were to become the property of

He replied as follows:

GENTLEMEN: I am offering a prize of \$2 for the best specimens of whisky. and should be glad to have you take part in the competition. Twelve dozen bottles of each kind should be sen for examination, and all whisky that is not adjudged worthy of the prize will remain the property of the undersigned. It is also required that the carriage be paid by the sender "

This letter ended the correspondence

Badges For Chicago Bill Posters.

City Clerk Loeffler and Deputy City Collector Senff, after a conference recently with the representatives of 17 theaters, which in the past have been doing their own bill posting without securing a license from the city, decided that hereafter all bill posters will be required to wear numbered badges showing that the firms for which they work have paid into the city treasury the license fee of \$100 a year required by law By having the licensed bill posters wear badges the SPRINGS. THEIR MUD BATHS ALWAYS police will be enabled to tell at a glance he licensed from the unlicensed members of the craft.

Big Advertisers Home Billing.

Many of the largest advertisers never spend a dollar at home either in the advertising columns of the newspapers or on the billboards. As for local distribution they would look upon it as money thrown away, and in answer to every solicitation have the stereotype reply, 'Oh, there is no use of our spending money here!" That of itself is an answer which shows a woeful lack of confidence in the firm exploiting any article, and some of the best and most successful advertisers "think the other way." On the arrival of a visitor to Lowell he is reminded at every hand that the mill city is also the town of Sarsaparilla and that the great rivals Hood and Ayer are spreading them-

selves and their posters as much at home as abroad. It is a pretty sure thing that they would not do it if it was not profitable advertising. Hood and Ayer, like the politicians, "are in it for what there is in it," and it is an easy matter for both so keep tab on results in Lowell. Then there is Frank Pinkham, "if any body knows he knows." and no one knows better. Does he keep Lydia's historical phiz off the billboards at home? Nav! the good lady smiles on you from every corner in Lynn. Again when the Yale students go to New Haven for an education thev learn among other things base ball, foothall and liquid balls, that the Gem City is the Kickapoo Indian Medicine Company's headquarters, and when they graduate and begin to hoe their own rows they are reminded of college days every time they see a Sagwa poster because the bills told them the story all through their college life, and were presented to their eves all the year round as they grew from Freshman to Senior. Of course if a remedy or commodity is a fake or something to be ashamed of it should be made up in a dark alley in secret and be imposed upon strangers only in long distance advertising. CHARLES H. DAY.

THE BILLBOARD will send the hill poster receiving the largest number of votes to England next July. He will travel first class in every way, and all of his railroad, steamship and hotel bills will be paid by us.

Fill out the following coupon and mail it to THE BILLBOARD on or before Oct. 10

물통 | In my estimation is the most popular bill poster in America and best fitted to represent our craft at the British meeting.

As we said last month we have adopted the rule that in the future all coupons must be voted during the month that they appear.

As we are so late in reaching the public this month, we shall accept August coupons until October 10th, but not after

HOW THEY STAND.

Geo. H. Seibe
Geo. M. Leonard21
R. C. Campbell20
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Jas. F. O'Melia12
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Chas. Vogel 9
Al. Bryan
J. Ballard Carroll 7
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Isaac Monk6
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Jas. H. Staats 6
Frank Fitzgerald 5
J. J. Flynn 5
P. P Oliver
John G. Reese I
P. F. Schaefer 1
L. H. Ramsay I

Signs & Sign Painters

Address all communications for this department to
R. H. FORGRAVE, Pickerington, Ohio.

When using fleuric acid in glass etching have a tolerably weak solution of washing soda and water at hand should any of the acid happen to come in contact with the flesh, when it should be washed with the soda solution This will prevent blistering. Avoid breathing the fumes of the acid-very dangerous when breathed of en.

When laying gold on glass, the greatest care should be taken to have the glass perfectly clean. Some advise strained water that has been previously boiled, but distilled water is the best. Use a soft linen rag, the finer the better. Avoid touching with the hands. After the size has been flowed on, and has the right tack, lay on the gold. Right here is the sticking place in laying gold leaf. It sometimes assumes a coppery appearance, and sometimes goes dead. We have never heard a plausible explanation for this coppery appearance. It is noticed mostly where there is much smoke, and is probably due to sulphur. The best remedy is to clean the accumulated dirt off the gold and apply another layer of gold on a thin size. If the dead appearance will not respond to a gentle burnishing with a ball of cotton wool, there is probably one of three causes the matter. The glass may not be perfectly clean, or the size is not right, or the leaf is not pure. Test the leaf when you buy it, by dropping a drop of nitric acid on it. If the acid has any effect on it, the gold is

A mechanic will always work harder for himself than for any one else. If he is one that takes a pride in doing good work, he will meet with better success by working for himself than for others.

In doing signs over old weather-beaten surfaces, and they cannot be rubbed down with sandpaper, the idea is to get them as smooth as possible. A first coat of filler made of 1 part of Reno filler, 3 parts of white lead, I believe will give the smoothest surface.

Aluminum leaf may be laid in the same manner as gold leaf, except there need not be so much care taken to have a clean surface. No ordinary influence will tarnish aluminum.

The so-called patent dryers are all right when pure, but the majority of them are more or less adulterated; hence, I would advise the artist to make his own. Grind white vitrol in raw linseed oil, half and half. A spoonful will dry twenty pounds of color, and will not injure the purest white or the most delicate color that the sign painter uses.

Umber is very useful to the sign painter. Turkey umber is the best, English umber second. They are durable.

Purple brown is made of prussic acid

finest of colors, and when combined keeps its color well

A most beautiful, but very poisonous, green is Scheel's green. It is made of arsenate of potash and acetale of copper. The utmost caution should be exercised when using it.

There are many fine sign artists

throughout the country who know comparatively nothing about the proper preparation of the ground, and very often fail in producing good results from ignorance of this essential point. There are various theories respecting the quality of the wood -some contend that the center cut is the proper one for a sign board, basing their claims on the fact that the grain runs squarely through thus rendering it less liable to warp; but we have our reasons for believing the outside of the log to be the better. The best accepted way in preparing a board surface is to first give whole board a couple of coats of shellac varnish. The best way to overcome the knots is to bore them out with an auger a little larger than the knot, and plug the hole made with stiff putty, or put in plugs of wood the same way a carriage painter dies. After the knots are fixed and the board is shellacked and dry, mix up as much white lead as you require, beating it up stiff in oil. Add the dryer and thin to a working consistency with turps. Give the sign board a full, even coat. When this is dry, rub down with pumice stone and water. Putty up a'l the remaining holes and indentations with a putty made of common putty and white lead. The second coat may be similar to the first, only there should be less oil in it. The third coat should contain less oil, and if a fourth coat is used it should still contain less oil, alout one-fifth oil and four fifths turps. This process will give a ground which will last for years.

Copying paper may be made by taking some hard soap and lamp black and mix them together to the consistency of jelly. Brush over one side of any smooth paper and let it stand for a day or so. It will never dry. Place the colored side on the surface on which the copy is to appear; over this lay any design to be copied, and trace its outlines with a sharp lead pencil. The colored paper, wherever it is pressed with the point of the pencil, will make a mark on the white sheet it covers. The finest of designs may be copied in this manner—that is, the outlines. Have the sheets securely fastened, so as to prevent any one of them slipping.

To prepare paper for stencils, coat the sheets of paper with boiled oil, or with shellac varnish.

A German paper says a good paste for cleaning glass may be made as follows: Castile soap 2 parts, water 3 parts; dissolve the soap in the water and add prepared chalk, 4 parts; Vienna chalk, 3 parts; tripoli, fine, 2 parts; stir into a mass and pour into molds to set.

F. B. Gardner says the best way to transfer decalcomania ornaments is to go and oxide of copper. It is one of the over the gold back of the transfer with

common carriage or furniture varnish. with white produces fine lilac tints. It being in no way particular whether you get the varnish on the paper outside of the figure or not. Lay the nicture aside until the varnish gets quite tacky or sticky, then lay it on the d sired place and rub gently till all the parts are flattened down. Allow this, say, half an hour to dry; then wet the paper with a soft sponge and cold water, and it will be found to lift off easily leaving the printed figure perfect or the panel. With a soft rag, dipped in turpentine, gently rub over the whole to remove the surplus varnish, and the work is complete.

THE BILLBOARD

The appearance of a poor lettered sign may be greatly improved by a neat border. Make the border to correspond with the letters—heavy letters, heavy lines or scrolls in the border, and vice versa.

PAUNCING LETTERS.—Prick the out lines of any letter to be copied with small pin holes, very near to each other Place the letter to be copied upon a clean sheet of paper, and dust it over with finely powdered charcoal from a muslin bag. The charcoal will penetrate through the pin holes, and upon lifting up the pricked paper the design will be found upon the sheet beneath it. The pricked paper will serve many times. Correct copies of any outline may be made in

TRANSPARENT PAPER.—Take one quart of spirits of turpentine, one quarter ounce finely powdered sugar of lead; shake up and let stand for two days; then pour off and add to it one pound of pure Canadian balsam : set in a gentle neat and keep stirring until quite mixed, when it will be fit for use. Then have your paper ready on a smooth board. Brush it over and hang up to dry.

Answers to Correspondents.

F. V. C.—Wants to know if the letter patterns so extensively advertised are any good. We cannot advise the use of patterns in any form. Still, in case the painter cannot outline free-hand, they are much better than closely copied printed letters. Of late years, however, printers have made great strides in the improvement of large letters The letters used on posters make excellent examples for copying, but we do not think they should be used as patterns. Sketch them out and rely on your brush to straighten them up. In this manner the sign artist will soon acquire a style so distinctly his own as is his handwriting. If you wish to acquire individuality in lettering, do not copy too accurately any one person's peculiar style of the different alphabets.

A. M.-Asks for an ink for writing on posters that will not fade. Any of the indelible inks used for marking laundry possess this characteristic. Probably Higgins' waterproof India ink would be best suited for this particular purpose. It is both convenient and good. It may be made in any shade from a light gray to the densest black, according to the amount of water used.

G. H. C.-Asks for a method for enlarging small engravings, etc., so as to get outlines. There are several. Perhaps the

most simple is the squaring off method. which has been used by amateur artists from time immemorial Select the engraving, photograph or whatever you wish to enlarge, and draw small squares on it, say the eighth of an inch in size; then on a larger sheet draw squares as many times larger than the small squares as you wish the enlargement to be larger than the small picture or design. Number them to correspond, and draw proportionately in the large squares what is seen in the small ones. A little practice will enable you to get a correct outline. There is an instrument called a Metroscope, made on the same plan, which may be had from any art store.

This department has lately received a number of letters that are entirely foreign to sign painting. They were all relative to the mechanical arts, and we took pleasure in answering them personally; but as we had to use reference books, we are not responsible for answers. We wou'd ad vise all others who wish to know the different processes used in the arts to get the Scientific American's Hand Book of Reference. This will tell you almost anything you wish to know about the different manufacturers.

A Scientific Problem Solved.

A scientific problem which had for centuries baffled men of science has been solved by a Bostonian. It is announced that Louis Prang, of the firm of L. Prang & Co., the famous Boston lithoaraphers, has established a uniform standard of colors, after working at the subject for 40 years. The Prang standard is very simple and is based upon the solar spectrum. Twenty-four units of color are established, from which are derived over 192 colors and 704 tones of shades. By means of this discovery any color may be described by a number and may be duplicated without matching it with the criginal. The discoverer has triumphed over difficulties which were deemed insurmountable, and his discovery should prove of great importance.

Mr. Prang holds a very important and most unique relation to American art. He was the first to discover, develop and perfect the chromo, and the results achieved through his ingenuity, industry and perseverance have been revolutionary. In fact, he may be said to be the father of modern American art. He popularized it by putting pictures within the reach of the people and thus cultivating and stimulating the taste for good ones. This has been a service of incalculable value, and Mr. Prang should have the recognition due him.

Old as the Hills.

It has just been discovered that the ancient Romans practiced the method of advertising by posters. In digging at Herculaneum there was brought to light a pillar covered with bills, one on top of another. The paste used to stick them was made of gum arabic. The bills, when separated and examined were found to be programmes and announcements of public meetings, and even election pro-

Ironwood, Mich., August 28, 1807. Editor THE BILL SOARD.

DEAR SIR-Business is picking up nicely. I have done the following since my last letter, posted 253 sheets for Powell, Smith & Co., N. Y.: 8-sheets for local firms, 40 advertising frames for Pabst Chemical Co., Chicago; 150 sheets fo the Starbeck circus, 20 sheets for our firemen. 200 sheets for Ashland, Wis, races, 500 sheet for the Gogebic County fair, Ironwood; IIC sheets for the Al G. Field Co., 150 sheets for Si Plunkard Co., 110 sheets for the Bell Opera Co., and distributed 1,800 samples of Grain O. I see that Billy Lawden, of New York, is the only bill Well, Billy, your not the only bill poster in the a boy and two girls. Come again bill posters.

Yours truly, CHAS. GARLAND, City Bill Poster. Waterloo, Wis., August 23, 1897.

Editor THE BILLBOARD, Cincinnati. O.

DEAR SIR—I take great pleasure in reading THE BILLBOARD. They te:1 what my "brother" bill posters and distributors are doing, and gives many good pointers that come very handy, but it is uphill work for me. I started in the bill posting and distributing business last April. am a member of no association and live in a small country town, with a popula-tion of 1,500. Most of the large advertising firms do not like to put out paper in small towns. I have received two yearly contracts from out of town, the first was from Dr. Miles Medicine Co., local work for the past month. I sheets, 125 12-sheets for the L. A. W. Bicycle races here Sept. 3, 2 12-sheets, 2 24-sheets and 50 3-sheets stands for Nashville students The first of the month I shall begin posting for the D dge County Fair.

Now, this is the question I started out to ask von, is it your honest and candid opinion; will benefit a country bill poster or distributor to belong to either of the above associations? Do they send you work or do you have to get out out and see the large advertising firms person-Thanking you very kindly for taking up so

much of your valuable time. I remain yourstruly. J. W. REAMER & Co.

London, W. C., August 23, 1897. THE BILLBOARD Publishing Co: Cincinnati, O.

DEAR SIRS-I am obliged for your communinforming me that Mr. Bailey has returned to America, and also giving me informa tion as to the intention of his firm to print all their bills in America and have them shipped to this country. I shall be very glad indeed to have any intimation of any Am visit here.

You asked me to communicate with you as soon as our annual meeting has been held, in forming you of the date and place for our meet ing in 1 94. Our annual meetings were last week and it was then decided to hold our meeting for 1898 in Dublin. It will be held on the 3d Tues day in August, and if you do decide to send a entative of the American Bill Posting Industry to attend it, there is no doubt that he would receive a very hearty and cordial wel-come. I have just resigned the secretaryship of the Association in order to devote myself exclusively to the business itself in connection with a large company which is about to start here, and which will control some of our principal cities My successor has not vet been ap-pointel. I will duly inform you when he is, and rid he is I shall continue to carry on the tinue to take keen interest in the work of the tion, and shall also be glad to keep in personal touch with your periodical. I am

Yours very truly, J. J. BENNEI L. Editor THE BILLBOARD:

THE BILLBOARD

The theatrical season is in full swing, and the city bill poster is happy. As yet very little commercial advertising has been done, so I am looking for great results the incoming fall and winter, and feel that the Empire City of the South will get her full share, The J. H. Zeilen have posted and distributed this city lately. g good, distributing very poor-four boys who ought to have been in school did the

Cincinnati, O.

Emerson Drug Co. distributed through their agents. I could write columns on that work, but enough said-it was poorly done.

Cudahy Packing Co. have posted in the interest of their diamond soap Same firm tacked up some signs and distributed some neatly folded circulars, placed in envelopes, and three them over the lawns, and put two in every house. Star Tobacco posters are on the boards, also Wilson's Drug Co posters advertising "Wheel in Your Head" same firm has a few window displays. Barrey's Antiseptic Mixture posters are on the boards, the best here this fall. The The American Tobacco Co. have tacked Battle

I am pleased to say that the prospects are bright for a good season. Have several en-quiries, and will shortly start on thirty for the Lydia E. Pinkham Medical Co, and more to

McMinnville, Or., September 14, 1857 Editor THE BILLBOARD,

Cincinnati, O. Business keeps picking up slow, but sure. Have posted lately as follows: For Liggett & Myer's Tobacco Co., 8-sheet stands; Drummond acco Co., 6-sheet stands; American Tobacco Co., 8-sheet stands and 1-sheets; Beeman's Pep sin Cum & sheet stands Also distributed samples for the Celluloid Starch Co., New Haven, Conn.; Emerson Drug Co . Baltimore, Md.; tacked signs Oil Co. M. Foster & Co., dis tributed books for The Lydia E Pinkham Medicine Co., Lynn, Mass., through their agent. We Yours truly,

G. F. BANGASSER, Mgr.

Higginsville, September 6, 1897. Editor THE BILLBOARD.

Cincinnati, O. Dear Sir-Everything seems to be booming out here this fall. Space is wanted by everybody. We are now receiving lots of letters from parties for posting, and we are very thankful to THE BULLBOARD for favors and recomendations and through you people we are building up quite a We will have our add in next n and keep it there regular, for it will pay for itself a hundred times. We will have to build ome more new boards this month in order to have the space that we need. Our prices on stand work listed, guaranteed and protected for thirty days, is three cents per sheet, and guaranteed first-class showing. We can now use idvantage six 12-sheet stands. We would be glad to receive any work that you may send us and will allow you a per cent of any posting that

you may send us. Hoping to hear from you soon. We remain Yours as ever. RIGG BROS.

Santa Fe, N. M., August 21, 1897.

Editor THE BILLBOARD,

Dear Sir-What is the matter with the August number, I have received none as yet. I would have given you a two-inch-add for last month, but at present have everything covered to run to er, so I cannot get up any more until then. Have put up since the 10th inst, five 16-sheet, twelve 2-sheet, sixty 1-sheet and seventy-fiv cards for Coco-Cola; ten 8-sheet, forty 3-sheet for Liggett & Myers; one 32-sheet, one 20-sheet twenty-five 3-sheet and 100 litho's for Albuquerque fair; 100 1-sheet Maryland Club, and fifty sheet Diamond C Soap. I have also taken hold of the advertising for the Horticultural fair here September 7, 8 and 9, and am getting out 10,000 a trip through Tavs and Rio Aniba Cou post 100 2-sheet Seal of North Carolina Tobacco: 200 I-sheet and ten 16-sheet Diamond C. Soap fifty 3-sheet and 200 litho's for Albuquerque fair, and distribute 3,000 Horticultural folders. When I get back will send ad for October number, as I want to make another trip, if possible, in November. Don't forget to send me my paper, as

Atlanta, Ga., September 17,1597. I need it to see what is going on. By the way, I have just received a card from the Star Oint ment Co. Tyrone. Pa., recommended to me by Yours truly, A. M. DETTELBACH

Ventura, Cal., August 25, 1897. Editor THE BILLBOARD,

Cincinnati, O. Dear Sir-In your August number of THE BILLBOARD with account of convention of the I. A. D., you have made a mistake in spelling y name and name of city. Shepherd is spelled Sheppard-Ventura is spelled Ventina. If you could kindly correct same in your next issue you will greatly oblige.

THE BILLBOARD is a welcome visitor, and I get a great many pointers from it.

> Yours very truly G. H. SHEPHERD.

Vancouver, Wash.. August 25, 1897. Editor THE BILLBOARD,

Cincinnati, O.

Dear Sir-I find THE BILLBOARD has not only been a profitable paper to read, but a pleasure, and I look forward to its coming and was

anxious about the delay. I have recently increased my boards by adding several new ones in very conspicuous places. I have over 500 sheets of paper on my boards. of paper on my -Very respectfully, JOHN L. MARSH.

Winona, Minn , September 1, 1897.

Editor THE BILLBOARD,

Cincinnati, O Dear Sir-In the August issue of THE BILL-BOARD I note with interest that henceforth no bill poster can hide behind his exclusive franntaining the while inefficient service. This is as it should be, for reasons to wit: First Why should I spend money advertising myself as a bill poster in this city, when some other inividual has an exclusive license. He is mon arch of all he surveys, etc., and I must cease competition. There is no use for me to adverin THE BILLBOARD. The sole franchise man will scorn your approach for "ads." Firms lesiring bill posting done here must deal with him or none. But the tables are turned. In the near future I will have a inch ad. in THE BILL-BOARD, and proceed to make it just as interest ing for Bro. Henry Werner and the Circular Distributing Co. as I can. I shall handle well all the suburban and vacant lot portion of the city, as well as forty-two towns and country stores and prominent road corners in Houston, ore and Winona counties, as well as Wabasha, Lake Gity, Red and Hastings and Fountain City, Trempealeau and Galesville, in Wis-

We heartily endorse the ideas advanced by The Bill Poster, London, Eng., that appeared in the last issue of THE BILLBOARD, under the caption "Suburban Headings," and we carefully and honestly invite those who have sign painting work to do, or sign tacking to do, to come days of the bicycle nearly every shop hand and city resident visit the suburbs more than the center of the city. Laboring people, both manual and profession, all now days see the suburbs every day, while they are sometimes weeks away from the center of the city. I am

Very respectfully,

New Castle, Pa., September 22, 1807. Editor THE BILLBOARD,

Cincinnati. O. Dear Sir-Please notice that Gee. Ca tner is reporting through the country that he has bought out our city. Will say to you he is an im poster, and has not enough money to buy me out, and I am not going to sell out. I am still city bill poster, own and control all boards in city. I would like you to spread the news for me to that respect, and oblige Yours,

I. G. LOVING.

Omaha, Neb., September 9, 1897. E litor THE BILLBOARD,

Cincinnati, O.

Dear Sir-Enclosed find clipping from The Onaha Ree of September 5, referring to the license for distributing in Council Bluffs, Iowa, The fee is \$1.00 per diem, or at the rate of \$313 annually. The license used to be \$25 00 per year when I gave up distributing in Council Bluffs three years ago Since then it was repealed and the \$1.00 license enacted. I have uo doubt that

I could knock it out in any court, but it never naid me to go there, and I dont' intend to nul him. The paralysis that I have been troubled with the past eighteen months seems to be passing off. I can now walk better and have a better command of my pen hand. No distribut-ing done here since May, and only two orders have come in for October work. We are so far compared to cities further east.

I always look eagerly for THE BILLBOARD, and read even the advertisements.

In regard to the Kane fraud I sent you by S einbrenner, I can only learn that Kane is out on bail, and I think the circus don't intend to press the case against him.

I wish and have tried to get a decent bill poster to start here in opposition to Mulviehill, who is backed by Gunning, but no use, and so our city must bear a bad name, owing to the trickery of that gang.

Should anything come of either the Council Bluffs or Kane matters, I will post you. Fraternally, G. E. FISCHER

CLIPPING.

Enough people to fill the large hall of the Patriotic Order of Sons of America listened to e "Plain Practical Talk of Patriotism," given by Rev. S. M. Perkins, of the Christian Taber dress was somewhat out of the order of those on the same subject that had preceded it. He was in a critical mood, and freely criticized some of the laws recently enacted by the city council. In some of these he not only found no incentive to natriotism, but a decided tendency to subverablished ideas of American liberty. The one that particularly met his disapproval is that which regulates the circulation of haudbills and circulars on the streets. The reverend gentleman bumped his head against this ordinance very forcibly a few of it with a good deal of spirit. He was attempting to circulate some handbills advertising a prayer meeting, and was informed by a blue prayer meeting, and was informed by a bluecoated minion of the law that he would be arrested if he didn't secure the necessity 3;
license. On another occasion he wanted to advise the public in a cheap and quick way of a
meeting to be held for the purpose of raising
funds for charitable purposes. The same ordinance interposed an effective bar that could only
be removed by a silver dollar. All of these
things led him to investigate the ordinance, and
he read some of its sections to the audience.

"He endeavored to make a point in favor of at
least a revision of the ordinance that the same
silver key would unlock the bars to a prize fight,
a circus or a cocking main. He argued that an
exception should be made for the churches and
charitable institutions, either by making the
cost of a license nothing or else doubling the
price of the chicken fight circulars. Practical
patriotism, he maintained, was the kind that

price of the chicken fight circulars. Practical patriotism, he maintained, was the kind that made good citizens, and any attempt to restrict the freedom and accessibility of the church to the public, was doing violence to the commonly accepted idea of American liberty.

"The address created considerable interest, for it called attention for the first time of many of those present to the existence of the ordinance. From the tenor of the conversations held among the members at the conclusion of the meeting, it is possible that a protest against the ordinance will be formulated and the council will be asked to modify it."

A POSTER TRAGEDY.

A purple monument of bright blue bliss Was mine, oh, green-haired maid, When from your lips a yellow kiss The ecru moon hung on a tree;

We sat by a vertical brook; u were a-laughing in olive-pink glee, And reading the edge of a book.

And I was singing a lavender song. Speckled and mingled with blue; But stopped for a moment, perhaps not too long. And I kissed you; I took perhaps two.

By the red hills topped with golden snow, By the trees tearing holes in the sky. wore the red world I would overth For your love, or lie down and die.

But away from my vowing I was rudely snatched And thrust far from you; The color I wore with the landscape matched And that would, alas! never do.

And now among the blue lillies afloat, On a sea of brown and red, I sit on the edge of an olive-green boat

And hold my pea-green head. -London Figuro.

ARKANSAS.

Monticello Monticello Fair Oct 13 to 16 J J Whitaker sec rsec Jackson county Fair Newport Oct 7 to 9 L Hirsch sec Pine Bluff Pine Bluff Fair Oct 19 to 22

CALIFORNIA.

San Jose Santa Clara county Fair Oct 4 to 9
J P Fay sec
Fresno Oct 12 to 20 L Rockman manager

COLORADO.

Monte Vista Harvest Exhibit Sept 29 to Oct 1 Monte Vista San Luis Valley Fair Sept 29 to

CONNECTICUT.

Berlin Berlin Fair assn. Henry M Savage sec Brauford Brauford Fair assn. G P Callahan sec Bristol Bristol Fair. Sept 29-30 Ard Welton pres R F Gavlord supt races Milo L Morton sec. ad Brook Union Fair assu Sept 20 M Hamilton sec
Danbury Danbury Fair Oct 4 to 9 S H Rundle
pres G M Rundle sec J W Bacon treas
East Granby East Granby Fair Oct W H Gay Granby Granby Fair assn Sept 28-29 Chas Coffee sec Conee see

Juilford Guilford Agr Society. Sept 29 A C
Brewer pres George B Spencer treas A H
Phelps See

Juilford Cone e onnecticut Horticultural society Nov 8 to 10 T J McRonald sec arwinton Harwinton Fair assn Oct 5 A W

Buell sec
Illingworth Agr Assn Oct 6 L
P Parmelee sec rmeice sec wn Newtiwn Fair assn Sept 28 to 30 P

Newtown Newtiwn Fair assn Sept 28 to 30 P H McCarthy see
Simsbury Simsbury Fair Oct Geo C Eno see
Stafford Springs Stafford Springs Agr Society
Oct 5 to 7 E C Dennis pres C B Gary see
Willimantic Willimantic Fair Assn Sept 28 to
to 30 J Griffin Martia pres A L French see
Windsor Windsor Fair assn E S Hough see
Winsted Winsted Agr Corporation W T Hulbert pres E M Platt see.
Wolcott Wolcott Fair assn Oct 13 E M Upson
see

GEORGIA.

Atlanta State Pair Pope Brown pres Hawkinsville Dr Sam Hape sec Lawrenceville Gwinnett county Fair Oct 19 to 22 Maj W R Simmons pres W G McNelley sec Macon Trades Display assn Oct 12 RW Jemi-

IDAHO.

ec ville Oct 6 to 8 ss Waycross Fair assn Oct 25 to 29

Boise Inter-Mountain Fair Oct 12 to 17

ILLINOIS. Carrollton Green county Oct 12 to 15 S E

Simpson see Eldorado Oct 12 to 15 JN Elder pres C M westorook sec Galena Galena Fair Sept 28 to Oct 1 George S Avery pres Wm Barnes treas Frank Bost-Avery pres Wm Barnes treas Frank Bost-wick sec olconda Golconda Fair Assn Oct 1 to 4 Bar-Phelps see ille Hon John Landrigan pres W A sett see Clifton Oxman gen supt n Marion Fair C M Kern treas W H Newton Jasper county Sept 21 to 25 R H Vanuernoot sec
inckneyville Perry county Oct 5 to 8 R J inig sec field Illinois State Fair Sept 27 to Oct 2 Springfield Hittons Guard
W C Garrard sec
Winna Johnson county Fair W S Wymore
pres W C Simpson sec

INDIANA.

Angola Steuben Agr Assn Oct 4 to 9 H N
Van Auken pres Örville Goodale sec
Bedford Bedford Fair Assn Sept 20 to 25 Geo
McDamel supt
Boonville Boonville Fair Assn Sept 27 to Oct 2
Clamor Pelzer pres S W Taylor sec
Bourbon Bourbon Fair Oct 5 to 8 J W Eidson
sec Bremen Bremen Fair Sept 22 to 25 John Huff ores I L D Seiler treas Henry H Miller sec Evansville Tri-State Fair Dan S Rogen pres R Lakin sec Flora Carroll county Fair assn Sept 20 to 25 W B Callaue sec aliane sec ville Eastern Indiana Agr assu Sept Oct : NB Newnam pres John Mitchell | S Conloque sec rlisie Farmers' Union Fair Assu Oct 5 New Carlisle Farmers' Union Fair Assn Oct 5
to 7 A H Compton sec
Newport Western Indiana race track and Fair
asan Sept 27 to Oct 2 C M Ward pres H V
Nixon treas B S Aiken sec
Northwestern Indiana Rair Circuit W A Banks
opres Laporte A A Bibler sec Crown Point

Poplar Grove Poplar Grove District Fair Sept 27 to Oct 1 W W Smith pres A D Wood sec 27 to Oct I w w Summ P.—
Address Carroll Ind
Portland Jay county A H & I Joint Stock Co
Fair Sept 27 to Oct I James A Graves sec
Rochester Fulton county Fair assn Sept 29 to Oct 2 Ed Mercer sec sevmour Street Fair Sept 27 to Oct 2 South Bend St Joseph county Fair Sept 27 to

sevmour Street and Street Stre roster sec Vincennes Knox county Agr Assn Sept 27 to Oct 2 Isaac Lyons pres John Burke sec

IOWA.

Afton Union county Fair Sept 28 to Oct 1 O E
Davis sec L M Walker pres
Algona Kossuth county Fair Sept 28 to Oct 1
J W Wadsworth pres E B Butler sec J w wadsworin pres E B Butler Sec riscol Adams Cass and Montgomery Fair Oct 4 to 7 T I Hall pres C C Calkins sec enterville Appanoose county Fair J T Con-Centerville Apparatus
nor see
Chariton Lucas county Fair Sept 28 to Oct 1 G
T Stewart pres W M Householder see J. DECMAIL PIES W. M. Householder sec Outhrie Centre Guthrie county Fair Oct 4 to 8 P. D. Ege pres W. H. Cahial sec efferson Green county Agr Fair D. L. Howard sec sec
Le Mars Plymouth county Fair Oct 1 to 4 G
C Maclagan pres W G Bosler sec
Lenox Lenox District Fair Sept 28 to Oct 1 M
F Brown pres M F McEniry sec
Missouri Valley Harrison county Fair Sept 27
to 30 W H Femster sec
Oxford Oxford District Fair James Sherlock
pres F W Sies sec

Oxford Oxford District Fair James Sherlock pres F W Sies see Pella Lake Prarrie District Fair Sept 28 to Oct 1 John DeCook pres Chas Porter see Perry Perry District Fair Sept 27 to 30 Allen Breed pres J T Davis see Toledo Tama county Fair Sept 28 to Oct 1 W G Malin pres A G Smith see West Point West Point District Fair Sept 28 to Oct 1 John Walljasper see What Cheer What Cheer District Fair assn Sept 27 to 30 E R Hatcher pres T C Legoe see Winheld Eastern Iowa District Fair Aug 31 to Sept 3 Theo Russell pres E C Hinkle see Winterset Madison county Fair Sept 28 to Oct 1 W A Forbes pres C A Lee see

KANSAS.

Frankfort Marshall county Fair Oct 5 to 8 C
W Brandenberg sec
Ottawa Franklin county Fair Sept 20 to 25
Chas H Ridgeway sec
Paola Miami county Agr society Sept 28 to Oct
I J F Bradbury pres P L Ware treas W J
Carpenter sec
Tribune Greeley county Fair Oct 6 and 7 I B

KENTUCKY.

Greenville Muhlenburg county Fair Assn Oct 12 to 16 Dr T J Slayton pres W L Phillips see Hartford Ohio county Fair Sept 30 to Oct 2 T L Griffin pres W G Hardwick see Morganfield Oct 5 to 10 Owensboro Davies county Fair Assn Oct 5 to 0

Davies county Fair Assn Oct 5 to 9
Sept 20 to Oct 2 Union county Fzir Oct 5 to 9 J W res WA Berry sec

MAINE.

28 to 30 Canton Androscoggin Valley Fair Sept 28 to 30 Damariscotta Lincoln county Agr Society Oct Exter West Penobscot Agr society Sept 28 to 30 F W Hill sec Fryeburg West Oxford Agr society Sept 28 to 30 Orland Annual Fair Sept 28 Richmond Corner Richmond Farmers' Club Sept 28
Topsham Sagadahoe A and H society Oct 12 to 14 Unity North Waldo Agr Assn Unity Trotting Park Sept 29 and 30 Upper Gloucester New Gloucester and Danville Upper Gloucester New Gloucester and Danvine Fair Sept 29 and 30 West Cumberland Cumberland Farmers Club Fair Sept 28 and 20

MARYLAND.

rederick City The Frederick Fair Oct 19 to 22 Harry C Keefer sec lagerstown Oct 12 to 15

MASSACHUSETTS.

mesbury Amesbury and Salisbury Agr society Fair Sept 28 to 30 A H Fielden sec C W Woods pres Nawbury pres Newbury Hampshire county Fair Sept 28 and bert Sabin sec Geo P Smith pres Sunworcester Northwest Fair Oct 5 and 6 J H Humphrey see B W Spooner pres
Barre Worcester county West Sept 30 and Oct 1
Matthew Walker see Geo Mixter pres Hardwick
Brocton Brocton Fair Oct 6 to 9 Hon H W Rob
inson pres E M Thompson treas Ira Copeland see

land sec ummington Hillside Fair Sept 28 and 29 W G Atkins W Cummington sec S W Clark pres

Hingham Hingham county Fair Sept 28 and 29 Wm H Thomas sec E L Ripley pres Lynn Trades Display Oct 4 to 8 Lynn County Parade K of P Oct 5 Lynn State Parade Patriarchs Militant I O O F

North Ampton Hampshire Franklin and Hamp-

den Fairs Octoania, Comins pres Hadley South Weymouth Weymouth Fair Sept 23 to 25 H Wilbur Dyer sec B F Poole pres Rockland Uxbridge Blackstone Valley Fair Sept 28 and 29 Augustus Story sec Saml B Taft pres

MICHIGAN.

Allegan Allegan county Agr Society Sept 28 to Oct 1 Chas Miner pres T S Updyke sec

28 to Oct 1 E E Leland pres R C McAllister
sec
Bad Axe Huron county Agr Society John J
Murdock pres A L Wright sec
Caledonia Caledonia Union Fair Oct 6 to 8
Chas H Kinsey sec
Caro Caro District Agr Assn Sept 28 to Oct 1
Chas Montague pres F B Rainsford sec
Dowagiac Dowagiac Union Fair Sebt 28 to
Oct 1 Samuel Johnson sec
Hadley Hadley District Agr and Hort society
Sept 28 to 30 F A Smith sec
Hastings Barre county Ind Fair Sept 28 to Oct
1 A F Sylvester pres Irving R M Bates sec
Hilisdale Annual Fair Sept 26 to Oct 1 C W
Terwillinger sec

111150816 Annual Fair Sept 20 to Oct 1 C W
Terwillinger sec
Mt Pleasant Isabella county Fair Sept 26 to
Oct 1 J E Chatterton sec

MINNESOTA.

Ada Norman county Agr society Sept 30 to Oct 2 Louis Hintze sec Aitken Aitken county Agr and Stock Breeders' assn W B Marr sec Albert Lea Minnesota State Butter and Cheese Makers' assn John A Turnbull sec Wells Albert Lea Freeborn county Agr society G N Hopkins sec Trenton Great inter-state Fair Sept 27 to Oct 1 Jno Guild Muirhead sec Hopkins sec Alexandria Douglass county Agr Society Sept 25 to 27 W I Jordan sec Austin Mower county Agr society N S Gordon sec Barnum Carlton county Agr society W H Noyes sec Benson Swift county Agr society J W Clark sec Bird Island Renville county Agr society I S

Gerald sec lue Earth City Faribault county Agr society Oct 4 to 6 W Whitfield sec aledonia Houston county Agr society E P Dorival sec Carver Carver county Agr society W H Noyes Chaska Chaska Agr Assn Sept 23 to 25 V J

Chaska Chaska Agr Asen Sept 23 to 25 V J
Greiner sec
Crookston Northern Minnesota Agr and Driving assn I V E Wyatt sec
Currie Murray county Agr Society Oct 7 and 8
Neil Currie sec
Duluth St Louis county Agr society Sept 22 to
25 J E Cooley sec
Elbow Lake Grant county Agr society H W
Barker sec

Barker sec
Fairmont Martin county Agr society Sept 27 to
29 Edw F Wade sec
Fertile Polk and Norman county Fair assn
John Holton sec
Fosston Thirteen Towns' Agl society A W

Posston Thirteen Towns Agr society A ... Foss sec Hallock Kittson county Agr society E A Nelson sec

Howard Lake Wright county Agr Society Sept
28 to 30 J C Holbrooke sec
Jackson Jackson county Agr society F E
Bailey sec
Long Prairie Todd county agr society A L ong France
Strauss sec
fadison Lac qui Park Agr Society Sept 23 to
25 H I, Hayden sec
fora Kanabec county agr society M E Ruther-

Mora Kanabec county agr society of E Kullica-ford sec Morris Stevens county agr society D T Whea-Amherst Northern Hancock Agr society Sept ton sec Pine City Pine county agr society J D Vaughan Pipestone Pipestone agr society Robert Scarf

> Princeton Mille Lacs agr society JW Hartman sec
> Red Wing Street Fair Oct 5 to 8
> Redwood Falls Redwood agr society O L Dorn-Redwood Falls Redwood agr society of Loomberg sec
> St Vincent St Vincent Union Industrial Assn
> Oct 7 and 8 Wm G Deacon sec
> Slayton Murray county agr and mechanical
> Fair assn W J McAllister sec
> Windom Cottonwood Agr society Sept 27 to 29

Windom CORTONWOOD Ag, Section 1, J Robinson see

I, J Robinson see
Winnebago City Faribault Agr and Joint Stock
society Sept 30 to Oct 2 M H Oliver see
Zumbrola Goodhue Agr society Sept 39 to Oct
1 M H Baskfield see

MISSISSIPPI.

Natchez Natchez Pair assn Nov 15 to 20 Vicksburg West Mississippi Agr society Nov 8 to 13 J A Conway sec

MISSOURI.

Cape Girardean Southeastern District Agr Socy Oct 12 to 16 E H Engelmann sec Lee's Summitt Jackson county Fair Assn Sept 28 to Oct 1 E M Hanlon sec Platte City The Platte county A M & S Assn D A Chesnut bres Wm Forman sec Sarcoxie Tri-County Fair assn Oct 5 to S Sedalla Sept 27 to Oct 1 St Louis St Louis Fair assn Oct 4 to 9 Robert Aull vice-president and genl manager Jos A Murphy sec

MONTANA.

Dillon Dillon Fair and Racing assu

NEBRASKA.

Ainsworth Brown county Sept 30 to Oct 2 D D Carpenter pres C F Barnes see Auburn Nemaha county Sept 26 to Oct 1 Wm Watson pres .C F Neal sec

Watson pres .C. F. Neal sec

Beaver City Furnas county Sept 28 to Oct 1 O
W Clark pres 1 T Nickerson sec

Bertrand Phelps county Fair assn Oct 5 to 8 C
C Gibbons pres J F Wolfe sec

Broken Bow Custer county Sept 28 to Oct 1 L
H Jewett pres E R Purcell sec
Clay Centre Clay county Fair Sept 28 to Oct 1
B W Campbell pres W J Gardiner treas L F
Pryar sec B H Dunn general supt
Columbus Platte county Sept 29 to Oct 1 L
North pres Gus Beecher sec
Franklin Etanklin county Sept 28 to 20 U M

North pres Gus Beecher sec
Frankin Frankin county Sept 28 to 30 H M
Warriner pres A Blacklidge sec
Fremont Dodge county Sept 28 to 30 W H Mead
pres W H Haven sec
Grand Island Hall county Fair Sept 28 to Cet 1
W H Harrison pres D H Vantine sec
Lincoln Laucaster county Agr society Oct 5 to
8 O W Webster pres H C Young sec
Madison Madison county Sept 28 to Oct 1 A
McGehee pres A C Tyne sec
Red Cloud Inter State Fair Oct 5 to 9 D J
Myers sec

Myers see
Salem Richardson county Sept 28 to Oct 1 V
Arnold pres Verdon N N Allen see
Tecumseh Johnson county Fair assn Oct 4 to 8
W Robb see

NEW HAMPSHIRE.

Hollis Hollis Agr Fair Sept 20 and 30 NEW JERSEY.

NEW MEXICO.

Northern New Mexico Fair assn NEW YORK.

Albion Orleans county Fair assii Sept 23 to 25 E A Rowley pres L H Beach sec Bath Steuben county agr society Sept 28 to Oct 1 Barnet L Retan pres Bradford Chas A

Brockport Brockport Union agr society Sept 30 to Oct 2 Chas Garrison pres Geo B Harmon

Deposit Street Fair Sept 28 and 28
Dundee Oct 5 to 7 Dundee Oct 5 to 7

Lockport Niagara county agr society Sept 22

to 25 Geo H Bradley pres John Dirrison see

Malone Franklin county agr society Sept 28

to Oct 1 E W Lawrence pres W J Mallon see

to Oct 1 E W Lawrence pres W J Mallon sec Naples Sept 25 to 30 New York City American Institute Fair Sept 20 to Nov 4 Madison Square Garden Mr Chasseaud genl manager Riverhead Suffolk county Agr society Sept 25 to 30 Sylvester M Foster sec Schoharie Schoharie county agr society Sept

Schoharie Schoharie county agr society Sept 27 to 30 Frank K Grant sec Vernon Sept 32 and 52 Vernon Sept 29 and 30
Watkins Schuyler county Fair Sept 28 to Oct 1
White Plains West Chester county Fair Sept

NORTH CAROLINA.

Burlington The Alamance Fair Oct — S.H.
Webb sec
Fayetteville Cumberland county agr assn Nov
10 to 12 G.W. Lawrence sec
Maxton Border Exposition Oct 27 to 29 M.
McNair pres. W.B. Harker sec
Oak Grove Forsyth county Fair Oct 7 and 8 C.
H. Hunter sec Dosier N.C.
Raleigh State Fair Oct 18 to 23 John Nichols sec Bennehan Cameron pres.
Rocky Mount. Rocky Mount Fair Oct 27 to 29
W.S. Wilkinson sec. Richard H. Battle pres.
Rutherford Oct 27 to 29 D.F. Morrow sec. w 5 WIKINSON SEC RICHARD H Battle pres therford Oct 27 to 29 D F Morrow Sec elby Rutherford county Fair Oct 27 to 29 D

OW SEC Tobacco Fair Nov 4 to 6 NORTH DAKOTA.

Mandan Morton county Fair Sept 28 to Oct 1

OHIO.

Aberdeen Yellow Ribbon Fair Sept 30 to Oct 1
Akron Summit county Fair Oct 5 to 8 LS
Elbright pres Geo W Brewster treas Albert
Hale sec Mogadore
Bellefontaine Logan county Fair Sept 28 to
Oct 1 LH Pool pres DeGraff Chas R Rogers
treas DeGraff Ennuer M Allen sec
Cadiz Harrison county Fair Sept 29 to Oct 1
A D McGuire pres Sam'l Hamilton treas J
C Glover sec

A D McGuire pres Sam'l Hamilton treas J C Glover sec
Canfield Mahoning county Fair Sept 28 to 30 S D L Jackson pres Youngstown S A Fogg treas J H Ruhlman sec Youngstown
Canton Stark county Fair Sept 28 to Oct 1 C M Welty pres North Industry H A Wise treas J H Lehman sec
Carrollton Carroll county Fair Sept 28 to Oct 1 Jas A Lee pres Harlem Springs Thos J Saltsman treas C A Tope sec
Coshocton Coshocton county Fair Oct 12 to 15 Ed M Hanlon pres Corwin McCoytreas Robt

Boyd sec
Raton Preble county Fair. Sept 27 to Oct 1 J
C Anderson pres Camden C F Brooke Jr treas
Henry H Farr sec
Georgetown Brown county Fair Oct 5 to 8 V
K Thompson pres Ben B Whiteman treas J
W Hedrick sec Russellville

W Hedrick sec Russellville
Hamilton Butler county Fair Oct 4 to 8
Lancaster Fairfield county Fair. Oct 13 to 1
T J Barr pres Amanda C B Whiley treas V
T McClenaghan sec
Marion Marion county Fair Sept 28 to Oct
Albert Oborn pres S N Titus treas J B
Waddell sec

Marysville Union county Fair Sept 28 to Oct 1 John K Dodge pres New Catifornia C S Chap-man treas E W Porter sec Millersburg Holmes county Fair Sept 28 to Oct 1 A W Logsdon pres W G Rudy treas G B Gilbert sec

At Gilead Morrow county Fair Oct 5 to 8 C
D Russell pres J G Russell treas G J Miller sec
Sew Comerstown Central Ohio Dist Fair Oct
5 to 8 Henry Hess pres Albert Wolfe treas
Thos P Leland sec

Ottawa Putnam county Fair Oct 5 to 9 A L.
Paul pres C H Rice treas A P Sandles see
Richwood Richwood Tri-County Fair Oct 12 to
15 L H Bechtol pres York Robt Smith treas
J E Robinson see

J F. Robinson sec

Troy Miami county Fair Sept 27 to Oct 1 T S

Scott pres Joen A McCurdy treas W I Tenney sec Vapakoneta Auglaize county Fair Sept 28 to Oct 1 J T Van Horn pres New Hampshire Frank Kigdon treas Uniopolis M J Crawford

sec.
Washington Guernsey county Fair Sept 28 to
Oct 1 A S Clark pres Cambridge R S Frame
treas V D Craig sec.
Weston Weston Fair assn Sept 28 to Oct 2 J

OKLAHOMA.

Norman Cleveland county Fair Sept 28 to Oct 1 OREGON

La Grande Grand Ronde Valley agr society Oct 11
Medford First Southern Oregon District Agr society W T York see
Prairie City First Eastern Oregon District Agr society M Durkheimer see
Rosebury District Fair Oct 12
Roseberry Second Southern Oregon District Agr society F A McCall see
Salem State Fair Sept 30 to Oct 8 D H Looney

Salem State Fair Sept 30 to Oct 8 D H Looney pres Jefferson A Bush treas G D Gabrielson

The Dalles Second Eastern Oregon District Agr society J O Mack sec

PENNSYLVANIA.

Bloomsburg Columbia county Agr society Oct 13 to 16 R W Smith pres J C Brown treas A N Yost sec Burgettstown Union agr society Oct 5 and 6 Wm Melvin sec Carlisle Cumberland county agr assn Sept 28 to Oct 1 Chas H Mullin pres W H McCra sec Carmicheels Sept 29 and 30 L W Gwvnn sec Carnegie Carnegie Fair and Trotting assn Sept 28 to Oct 1 Summer meeting Aug 3 to 6 A W McMillan pres J B Steel sec Clearfield Clearfield agr fair Sept 28 to Oct 1 Peter Gearheart pres Reuben Keister sec Dallas Dallas Uniou fair Sept 29 to Oct 2 J H Anderson Sec

H Anderson sec
Danville Montour county fair W K West sec
Dayton Dayton Agrand Mechanical Assn Sep
28 to Oct 1 W C Marshall sec

ampian Clearfield county agr society Sept S to Oct 1 P Gearhart pres Curwensville R P Kester sec arford Harford Agr society Sept 29 and 30 G R Ressague pres E M Watson treas E E Jones sec onesdale Wayne county fair assn Sept 28 to

Honesdale Wayne county fair assn Sept 28 to 30 W A Gaylord see
Hughesville Muncy Valley farmers' fair Sep' 20 to Oct 2 A C Henry see
Kutztown Keystone Agr society Sept 28 to Oct 1 J R Hefiner pres Monterey J B Esser see
Lehighton Carbon County Ind Society Sept 28 to Oct 1 Henry Miller pres C W Bower see
Lewisburg Union county fair Sept 29 to Oct 2
C Dale Wolfe see
Mercer Mercer Central Agr assn Sept 28 to 30

C Dale Wolfe sec ercer Mercer Central Agr assn Sept 28 to 30 John T Crill pres Jas B Grubb treas John P

Orr sec lilton Milton fair assn Oct 6 to 8 W P Hast-

Milton Milton fair assn Oct 6 to 8 W P Hastings sec

Montrose Susquehanna county agr society
Oct 5 and 6 R S Searle pres R B Sittle treas
W A Titsworth sec
Nazareth Northampton county Agr society Oct
5 to 8 Frank T Gernet pres John R Remheimer treas John J Maus sec
Philadelphia Penn Horticultural society Nov
9 to 13 David Rust sec
South Burgettstown Union Agr Assn Oct 5 to 7
Hugh Lee pres Wm Melvin secy
York York county Agr society Oct 4 to 8 John
H Wogan pres McWolf Pa Edw Chapin sec

SOUTH CAROLINA.

Columbia South Carolina A and M Fair Nov Sto 12
Cheraw Cheraw Agr Fair Nov 22 to 26 R C
Watts pres T S Gregory sec

SOUTH DAKOTA. Sioux Falls Tri-State Fair Sturgis The Black Hills Expo Co Sept 23 to 26 John Scolland pres Harry Bunting treas A M Anderson sec

NAME AND SECTION OF THE PROPERTY OF THE PROPER

TENNESSEE.

Brownsville Haywood County Amusement Club July 5 W R Holbrook Clarksville Montgomery county Fair Oct 15 Dyersburg Dyers county Fair July 4 Oct 6to 9 T C Gordon pres A R Woollen treas J H Du

Bose sec Kingston 'Roane county Fair Sept 28 to Oct 2 Knozville Trades Carnival Oct 12 to 15 Murfreesboro Rutherford county fair No fair

in 1897 ommerville Southwestern Tennessee fair Oct 10 FB Yancey pres S H Morton sec

TEXAS.

Beton Bell county fair assn Nov — Ben D
Lee pres L K Tarver sec
Corsicana Corsicana fair assn Oct 12 to 15 T
B Roberts pres T D Hightower sec
Dallas State Fair and Expo Oct 15 to 31 L M
Kuepfly pres Sydney Smith sec and migr J B
Adone treas.

Adone treas.
ickinson Texas Coast fair assn Prof J W
Mally see Hulen Tex
rocesbuck Limestone county tair No fair in 1897 S D Rugg sec Hillsboro Hill county fair assn Oct 6 to 8 D

Hillsboro Hill county fair assn Oct 6 to 8 D
W Campbell sec
New Braunfels Comal county fair assn Oct
or Nov H Landa pres F Simon sec
Taylor Taylor fair assn Howard Bland sec
Victo.ia Southwest Texas fair Nov 2 to 5 L
D Hea on pres L N Hofer sec

VERMONT.

Brandon Brandon Fair Oct 5 and 6 HRC
Watson pres E F Howod sec
Orwell Orwell Farmers Club assn Sept 28 and
29 Dr W H Vincent pres H D Branch sec
Tunbridge The World's Fair

VIRGINIA.

Lynchburg Oct 12 to 15 Norfolk Norfolk fair assn Oct 1 Mariner pres

WASHINGTON.

Colfax Whitman county Fair Sept 28 to Oct 1 Zell M Beebe sec

Myers Falls Stevens county Fair Sept 29 to
Oct 1 Oct 1 Spykaue Fruit Fair Oct 5-16 Herbert Bolster sec Tacoma Pierre county fair assn Dr C W Cham-berlin pres H E Knatvold treas Fred J Cheal sec

WEST VIRGINIA.

Walton Roane county Fair Oct 6 to 10 WISCONSIN.

Baraboo Sauk county Fair Sept 28 to Oct 1 J S Hall sec Beaver Dam Dodge county fair Sep 28 to Oct 1 C W Harvey sec

C W Harvey sec
Cedarsburg Ozaukee County Agl Society Sept
28 to Oct r W H Rintelman pres D E Mc-Ginley sec Crandon Crandon Fair assn Oct 5 to 7 S Shaw

Sec Durand Pepin Co Agr society Fair and races Sept 29 to Oct 1 J Morgan sec Elkhorn Walworth county Agr Soc Sept 28 to Oct 1 Geo L Harrington sec Jefferson Jefferson Fair assn Oct 5 to 7 J L

Jenerson Fair Oneida Reservation
Sept 28 to 20
Oskosh Oskosh Fair Sept 27 to Oct 1
Shawano Shawano Fair assn Sept 27 to 29 L

Bold sec Superior Sept 28 to 30 Wautoma Waushara county Fair Sept 28 to 30 Gilbert Tennant pres J W Jeffers treas W H Berray sec West Bend Washington county Agr Soc Sep 27 to 29 Joseph Out sec West Superior Douglas county Agr Soc Sep 28 to 30 Fred M Williams sec Whitehall Trempeleau county Agr Ind and Driving Park assn Sept 28 to 50 H H Scott sec

BRITISH COLUMBIA.

Asheroft Oct 12 and 13 Chilliwack Sept 29 to Oct 1 Kamloops Oct 13 to 15 Ladner Oct 3 New Westminster Oct 5 to 8 Vernon Sept 29 to Oct 1

CANADA.

Almonte North Lauark Sept 28 to 30 W P Mc-Ewen sec Almonte Beachburg North Renfrew Fair Sept 30 and Oct t John Brown sec Beachburg T John Brown see Beachburg
Brampton County of Peel Agr society Sept 28
and 29 Henry Roberts see Brampton
Cayuga Haldimand county Fair Sept 28 and 29
J W Sheppard see Cayuga
Drumbo Blenheim Agr society Sept 28 and 29
Tom S Telfer see Drumbo
Durham South Grey Sept 28 and 29 Arch McKenzie see Durham
Clora Pilkington and Elora Fair Sept 20 to
Oct 1
Guelph Central Exhibition Sept 28 to 30 Wm
Laidlaw see Guelph

Guelph Central Exhibition Sept 28 to 30 Wm Laidlaw sec Guelph
Halifax N S Nova Scotia Provincial Fair Sept 28 to Oct 1 James W Power sec
Kemptville Ont Kemptville Exposition Sept 27 and 28 August Buchanan sec Kemptville
Lachute Que County of Argentenil Exhibition Sept 28 and 29 G J Walker sec Lachute Que
Lindsay Central Fair Sept 23 to 25 Jas Keith sec Lindsay
Markham Ont E R of York and Markham Agr
Societies Oct 6 to 8 W H Hall sec
Otterville South Norwich Oct 1 and 2 Alex
McFarlane sec Otterville
Paris North Brant Oct 5 and 6 H C O'Neail sec
Paris

Rockton World's Fair Oct 12 and 13 David Bell

Rockton World's Fair Oct 12 and 13 David Bell sec Rockton
Rockwood Eramosa Fair Oct 6 and 7
Sault Ste Marie East Algoma Oct 5 to 7 Wm
Brown sec Sault Ste Marie
Simcoe Norfolk Union Fair Oct 12 to 14 J Thos
Murphy sec Simcoe
Stayner North Simcoe Oct 5 to 7 Arch Hill sec
Stayner

Stayner North Simcoe Oct 5 to 7 Median Stayner
Tilsonburg South Oxford Union Sept 28 and 29
Alex McFarlane sec Otterville
Wallacetown West Elgin Fair Sept 30 and Oct 1
Alex McCallum sec Wallacetown
Whitby Ontario and Durham Sept 27 to 29 Jos
White sec Whitby
Woolwich Oct 5 and 6

Expositions.

Nashville, Tenn. 1897. May 1 to Oct. 31. Winnepeg Man Winnepeg Industrial Exhibi-tion July 19 to 24 F W Henbach mgr Omaha, Neb. Trans-Mississippi and Interna-tional Exposition, June 1-Nov. 30, 1898

Races.

Omaha Neb State Fair Sept 20 to 25 Sedalia Mo State Fair Sept 20 to 25 Richland Center Wis Sept 21 to 24 Mineola N Y Sept 21 to 25 Duluth Minn Sept 22 to 25 Springfield O Sept 24 to 27

Springheld O Sept 24 to 27
Carnegie Pa Sept 28 to 30
Superior Minn Sept 28 to 30
Schoharie F Y Sept 27 to 30
Baltimore Md Pimlico Sept 27 to Oct 1
Readville Mass Sept 27 to Oct 1
Readville Mass Sept 27 to Oct 1
South Bend Ind Sept 27 to Oct 1
Elkhorn Wis Sept 28 to Oct 1
Portland Ind Sept 27 to Oct 1
Troy O Sept 28 to Oct 1
Bellefontaine O Sept 28 to Oct 1
Millersburg O Sept 28 to Oct 1
Bremen Ind Sept 28 to Oct 1
Chariton Ia Sept 28 to Oct 1
Carrollton O Sept 28 to Oct 1
Carrollton O Sept 28 to Oct 1
Rochester Ind Sept 29 to Oct 2
Wichita Kas Sept 27 to Oct 2
Springfield Ill State Fair Sept 22 to Oct 2
Burgettstown Pa Oct 5 to 6
Portland Me Rigby Oct 4 to 8
Angola Ind Oct 4 to 8
Bourbon Ind Oct 5 to 8
Mount Gilead O Oct 5 to 8

Angula Ind Oct 5 to 8
Mount Glead O Oct 5 to 8
Mount Glead O Oct 5 to 8
Akron O Fair Oct 5 to 8
Norfolk Va Oct 5 to 14
Danbury Conn Oct 6 to 9
Richwood O Oct 12 to 15
Medford Mass Com Park Oct 12 to 15
Bloomsburg Pa Oct 13 to 16
Morris Park N Y Westchester Racing assn
Fall meetining Oct 14 to Nov 2
Medford Mass Oct 5 to 21
Medford Mass Oct 5 to 23
Saugus Mass Oct 26 to 30

Hillsdale Mich Sept 27 to Oct 1
Terre Haute Ind Sept 27 to Oct 3 R G Watson see
Malone VI Sept 28 to Oct 1
Providence R I Oct 5 to 8
Lexington Ky Oct 5 to 16
Brocton Mass Oct 6 to a
Aberdeen S D

Aberdeen S D State Fair Oct 11 to 16
Medford Mass Oct 3 to 25
Louisville Ky Oct 18 to 20

KNOX

CITY BILL POSTING CO. HARRY B. BUSSING, Manager. NORWALK, CONN.

DENVER, COLO.

The Curran Bill Postleg & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Puebla, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

Allen's Press Clipping Bureau

Offices, Rooms 3-4-5-6-7, 510 Montgomery St., n Block, Portland, Ore.; 105 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico.

Scranton, Pa. 654 Deacon. J. H. Beltz, member f. A. of D., samples put out, circulars distributed, signs natical up. Work isgu ranteed. 200,000 people in Lack-awanna County.

Aurora, Ilis. B. MARVIN,

Bill Poster and Distributor. Circuit, 16 towns. Pop. 60,000.

Jackson, Ga., C. A. Henderson & Co. Member I. A. of D., advertising agents, Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Flandla, Macon, Forsyth and Barnesville, includes popula-tion of 175,000.

Grand Rapids, Mich.

JOHN T. WILLIAMS

Manager Northwest Bill Posting and Advertising Co., 346 MORRISON STREET,

PORTLAND, OREGON.

Member I. A. D. and P. C. B. P. A.

Population 90.000.

Established 1868.

THE ... EDISON MONEY LATEST EDISON MAKER.

PROJECTOSCOPE

e most perfect, cheapest and simple screen machine in the world, producing full life-size pictures. We have 1,000 different subjects to choose from. Price of Machine, only \$100.00. Films \$15.00.

We also rent machines, with films and services of operator. Write for terms and book your own time. N. Y. FILM AND CAMERA CO., 44 PINE STREET,

The Christmas Billboard, 1807.

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1st, next. It will consist of 60 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for

LARGER ADVERTIS	EMENTS	LITHOGRAPHED PAGES.
hole page		Page 2 of Cover, in 2 colors \$100.00
alf page		Page 3 of Cover, in 2 colors 100.00
uarter page	15.00	Page 4 of Cover, in 8 colors 200.00
ighth page	8,00	Double page center, in 8 colors 300.00
No deviations will be made vertisements on lithograph Nov. 22. Size of type page	from these prices, and pages must read , 9½ x12½.	and no discounts of any kind. Copy for ad- n us not later than Nov. 1st. Last form closes

convencions, Fetes, Celebrations, Etc.

4

Under this heading we publish free of charge the dates of full notable events, which are likely to attract large concourses of people to any one particular tity and for this reason prove of importance to advertisers, showmen, streetmen, general passenter prove of importance to davertisers, snowmen streetmen, general passenger agents, etc The list is carefully revised and corrected monthly.

Baltimore Md Royal Arch Masons General Grand Council Royal and Select Masons General Grand Chapter Triennial Meeting and Centennial Celebration Oct 11 to 16 Boston: Mass Philadelphia Veteran Firemen's

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Bulfialo N 1 W C 1 o Chienton Ct 130 Nov 3 Buffalo N V Brotherhood of St Andrew Oct 13 Chicago. Ill. National Association Moulding and Picture Frame Manufacturers. Dec. 15, Chicago Ill Illinois Manufacturers' Exposition of Home Products Colliseum Sept 25 to Oct 16 Chicago Illinois Agr Fair Coliseum November Chicago Ill Home Seekers' Convention Sept 30 Chicago Ill Mardi Gras Oct 4 to 9 Cincinnati O Grand Court Ohio Foresters 1898 Cincinnati O Ohio State Library Assn Oct 5 to 6 A W Whelolev pres

Cincinnati O Onio State Library Assi Oct 5 to
6 A W Whelpley pres
Cincinnati O Brotherhood of Locomotive Firemen. Jan 21 J V Reynolds sec Cleveland O
Columbus O National Convention of Mayors
and Councilmen Sept 28 to Oct 1
Columbus O Reunion Army of the Cumberland

olumbus O National Street Lighting Assu Sept 28
Columbus O International meeting Farmers'
Institutes Oct 27 and 28 Institutes Oct 27 and 28
Dayton O Southern Diocese of Ohio Convention
Bishop Vincent Cincinnati chairman Dates

not set cuver Col Mountain and Plain Festival Oct euver Col Mountain and Plain Festival OCL 5 to 7 enver Col American Assn of General Baggage

S 107
Denver Col American Assn of General Baggage
Agents Oct 13
Detroit Mich National Hotel and Restaurant
Employes Assn Sept 21 to 25 F S Egger sec
Chicago III
Detroit Mich American Institute of Architects
Sept 21 to 25 Zach Rice sec Detroit
Detroit Mich U S Brewmasters' Assn Sept 27
to 30 Louis Suess sec St Louis Mo
Harrisburg Pa Patrons of Husbandry Nov 7 to 20
Indianapolis Ind Conclave of the Supreme
Lodge K of P 3d Tuesday in August 1008
Indianapolis Ind Convention of Christian
Church s Oct 14 to 21
Kansas City Mo Priests of Pallas Parade J P
Loomis pres L B Cross sec
Lincoln Neb Irrigation Congress Sept 28 to 30
C M Heintz sec Los Angeles Cal
Louisville Ky Mississippi Valley Medical Assn
Oct 5 to 8

vention Sept 28 to 30
Lyna Mass Patriarchs Militant I O O F Oct 5 and 6 5 and 6 Milwaukee Wis Episcopal Church Missionary Council Oct 19 to 21
Mt Clemens Mich Convention of Gas Men May

Mt Clemens Mich Convention of Gas Men May
19 to 21 1898
Nashville Tenn Laundrymen's National Assn
Sept
Nashville Tenn Cripples' Convention Wm R
Trower see 91 Union Trust bldg
Nashville Tenn American Society of Municipal
Improvement Oct 5
Nashville Tenn Congress of Authors and Artists Oct 11 and 12
New Bedford Mass
Semi-Centennial Celebration Oct 10 to 16

New Bedford Mass Semi-Centennial Celebra-tion Oct 10 to 16 New Haven American Board of Commis'rs, Foreign Missions. Oct 12 to 15 New Ulm Minn Sons of Herman National Grand Lodge Sept 21 to 25 New York City Commercial Travelers' Fair February 28 to March 5, 1808 Alfred Chasseaud manager.

manager
Niagara Falls Opening Grand Trunk Railway
Bridge Sept 23 to 25
Norfolk Va State Convention B Y P U Oct 6 do Fla National Good Roads Congress Feb 2 1898
Paterson N J C E Society of New Jersey Oct
6 to 8
Peoria 111 Annual meeting Grand Lodge K of P

Oct 19 to 22
Philadelphia Pa German American Journalists'
Assn. Date not decided
Philadelphia Pa National Convention Master
House Painters and Decorators of the United
States Feb 12 to 14 1868

House Painters and Decorators of the United States Feb 12 to 14 1898
Pittsburg Pa Grand Encampment of Knights Templars 2d Tuesday in Oct W B Melish Gr Junior Warden
Pittsburg Pa National Brick Manufacturers Feb 1898 TA Randall see Indianapolis Ind
Port Huron Mich National Fraternal Congress
Oct 5 to 8 Oct 5 to 8 in Francisco Cal Northern Baptist Convention

1899 cranton Pa Amalgamated Railway Men Sept 23 to 25 oringfield III Grand Lodge I OOF Sept 20 to 25
Louis Mo Master Horseshoers Protective
Assu Oct 11 to 15
pronto Can World's W C T U Convention Oct 23 to 26 oronto Can Canada W C T U Convention Oct

20 to 23 ernon N Y Sept 29 and 30 /ashington D C National Convention Spirit-Washington D C National Convention Spunlists Oct 19 to 21
Wilkesbarre Pa State Firemen Oct 5 to 8

Poultry Shows.

Asheville N C Jan 4 to 7 1898 R L Simmons manager Amesbury Mass Amesbury Poultry and Pet Stock Assn M H Sands secy Ashland O Ashland Co P Assn Dec 22 to 25 H

Ashland O Ashland Co P Assn Dec 22 to 25 H
A Mykrantz sec
Auburn Neb Nemaha Valley P Assn Nov 36 to
Dec 3 Rhodes J L L Alspaugh sec
Bloomington III Bloomington P Assn Dec 15 to
21 B N rierce J J D Shipley cor sec Normal III
Blufton O onsolidated P Assn Feb 1 to 5 H
A Bridge J D J Kohli sec
Buffalo N Y Erie Co P Breeders' Assn Jan 3 to
8 E C Pease sec Hamburgh N Y
Cedar Rapids Ia Linn to P Assn Jan 10 to 15
B N Pierce J Chas H Playter sec
Chicago III National Fanciers' Assn Jan 24 to
29 Chas S Weaver sec 100 Washington street
Cleveland O Northern O P and P S Assn Dec 6
to 12 F R Hunt sec
Clinton Mo S W MO P Assn Dec 14 to 17 W. H
Talbert sec

Clinton Mo S W Mo P Assn Dec 14 to 17 W. H
Talbert sec
Danbury Conn Danbury and Bethel P Assn
Dec 8 to 11 F Bowman sec
Detroit Mich Michigan State P and P Assn Jan
3 to 4 F W McKenzie sec Concord Mich
Dixon Ill Rock River Valley Poultry Assn Dec
14 to 18 Shellabarger J F W Fargo sec
Erie Pa Northwestern P and Pet Stock assn
Dec 28 to Jan 1 A E Blethan sec
Hamilton Va Old Dominion P and P Assn of
Loudoun Co Nov 2 and 3 R J N Reed sec
Haverhill Mass Merrinack Valley Poultry Assn
Dec 26 to 30 Geo H Greenman sec

Haverhill Mass Merrinack Valley Pountry Assn Dec 28 to 30 Geo H Greenman sec Indianapolis Ind Indiana State P Assn Jan 10 to 15 Thos W Pottage sec Johnstown N Y Adirondack Poultry and Pet Stock Club Nov 24 to 27 Frank Randall pres H J Quilhot sec Kansas City Mo Mid-Continental P Assn Dec 25 to 30 F M Slutz sec

Kansas City Mo Mid-Continental P Assil Dec 25 to 30 F M Slutz sec Lebanon Mo Laclede Co P Assil Nov 29 to Dec 4 F W Hitchcock J Geo H Hinds sec Los Angeles Cal Los Angeles Co Poultry Assil Jan 10 to 17 Henry W Kruckeberg sec Louisville Ky Kenucky State P Assil Jan 10 to 15 H A Bridge J Y Bicknell JJ J R Mount sec Lagrange Ky

Lagrange Ky
Mansfield O Mansfield P P and P S Assn Dec
20 to Jan 1 C W Etz sec
Miamisburg O Miami P Assn Dec 5 to 10 H A
Bridge J Oliver L Dosch sec
Nashville Tenn Tenne-see Poultry Pigeon and
Pet Stock Assn Jan 11 to 15 J M Hopkins sec
New Haven Conn New Haven Poultry Assn
Dec 20 87 to Jan 1 '98 N D Forbes sec Montowese Conn

Dec 29 '87 to Jan 1 '98 N D Portoes see Montowese Conn
New London Conn Rastern Connecticut P Assn
Dec 15 to 18 Chas B Smith acting see
Oneonta N Y Oneonta P and P S Assn
to 17 Arthur J Relyea cor sec
Parsons Kas Parsons and R P Assn Dec 7 to
10 B N Pierce J J R Alexander sec
Peoria Ills Peoria Feathered Stock Assn Jan 4
to 8 Dr J Oglesbey Gable sec Peoria Ill
Princeton Ill Central Illinois P Assn Dec 20 to
25 A C Best sec

No Bit Jogiesbey Gabries P Assin Dec 20 to 25 A C Best sec
Rochester N Y Rochester P P & P S Assin Jan 10 to 15 John J Beveridge sec 88 Lowell street Rockford III Northern Illinois P Assin Jan 10 to 15 McClave J A H Currier sec
Sedgewick Kas Harvey Co Poultry Assin Dec 6 to 11 W M Congdon sec C H Rhodes J Seneca Falls N Y Seneca Poultry and Pigeon Assin Fred Hobel sec
St Louis Mo St Louis Fanciers' Assin Dec 13 to 18 J H Ahrens sec Butterfield and Bridge J Tacoma Wash Tacoma P Assin Dec 20 to 31 Stephen Holbrooke sec
Titusville Pa The Titusville Poultry Assin Dec

14 to 17
Opeka Kas Western Pigeon Club Dec 14 to 21
F M Gilbert J M F Hankla sec
Vilkesbarre Pa Wilkesbarre P P and P S Assn
Dec 27 to Jan 1 E S Kirkhuff sec

Dog Shows.

Newton N C Eastern Field Trials Club Nov 15 S C Bradley sec

Food Shows.

Chicago III Retail Grocers' and Butchers' Assn Food Show Oct 4 to 25 A E Miller 162 Wash-ington st manager New Haven Conn Oct 4 to 16 Louis D Chidsey

Horse Shows.

icago Ill Coliseum Nov 2 to 13 veland O Central Armory Nov 2 to 6 JB Perkins manager lew York City Nov 15 to 20 Entries close Oct 23

If you are an up-to-date advertiser you want the latest and best advertising novelties.

Before placing your order write The Adv. Novelty Co. 32, 34 and 36 E. 3d St CINCINNATI, OHIO.

Manufacturers of and dealers in Domestic and
Imported Advertising Novelties, CardsCalendars, Panels, Shapes, &c.

Cincinnati, O. Pop. 350,000. Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Clucinnati

WAUKESHA, WIS. Cadwell F. Mevis City Bill Poster and Dis-tributor. 638 Main Street. n97

The Jackson County Fair.

SEPT. 28, 29, 30, OCT. 1, 1807.

Best Fair in Best County of Missouri, to be held at Howard Park, Lee's Summit, Mo. If you want publicity in any form before the 50,000 people in attendance, FRED. B. CAMPBELL, LEE'S SUMMIT, MO.

The Babbitt Entry and Record System.

(For keeping track of Entries and Awards, and Money Received From and Paid To Exhibitors at FAIRS.)

DESIGNED IN 1896, AND IMPROVED IN 1897,



Sec'y Wisconsin Fair Managers Association. Ass't Sec'y Wisconsin State Fair, MADISON. WIS.

OREGON SIGN CO.

Bill Posters. Distributors and Sign Paint ers Box 374, Oregon City, Oregon. 497

PRESS-CLIPPING BUREAU. NEW YORK. LONDON

THE MANHATTAN

ARTHUR CASSOT, Manager. Knickerbocker Building. No. 2 West 14th St., New York. Supplies press clippings for Trade Jour-nals, and on all subjects. Best facilities. HON. CHAUNCEY M. DEPEW

HON. CALVIN S. BRICE: You have the best facilities of any one in the field in your business.

Chicago, Ills. J. A. CLOUGH, Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

HENRY C. CROSBY

ADVERTISING SIGNS Press Clippings

PATERSON. N. J.

TROY, ILL. F. C. Gates. Bill Poster and Distributor.
Reference furnished.

ESTABLISHED 1876. + CHARLES W. YORK, +

Bill Poster and Distributor.

+ HAVERHILL, MASS.

I make a specialty of Distributing.

Reference if required. 1997

STERETT Show Printing Co., San Francisco, Cal.

What is worth doing at all, is worth doing well.

JOHN H. JONES,

Best facilities for distributing, sampling, sign tacking—card, tin or steel. Population. 500,000. Dwellings, 85,000. Member I. A. of D. BALTIMORE, MD.

Kansas City, Mo. Pop. 300.000. Midland Advertising Co., Joseph Reid, Mgr Distributing, Tacking. Reliable Men only All towns in Jackson and Wyandotte Cos. Mem International Ass'n of Distributors.

Tellet feads WE HAVE PRINTED OVER 2,000,000 DOINTING (9 (HICAGO) 356 DEADOOR ST All Kinds of Printing and Engraving.

BELVIDERE, ILLS. Fred. Wiffin. Bill Poster, 312 Caswill St. ¶7

Proposed events, fairs, conventions,

etc. Other lines of items from the

newspapers of the country. Send for

particulars. N. E. Newspaper Bureau. 146 Franklin St., Boston.

L. A. DANIELS. City Bill Poster and Distributor, SANTA CRUZ, CAL.

POPULATION 8.000. Member International Bill Posters Association of United States and Canada.

Tucson, Ariz. 2,000 ft. of boards WM.REID. Box. 148.

m = 5

Campaign Stands

Made from our Stock Letters are greatest ever seen. Talk about "Business-Bringers." One bill poster recently sent us \$1.00 for a Campaign Stand, without any order from the candidate, he put it up, and soon had the entire list of candidates on both tickets running after him, actually begging him for location. His boards are full! You can do likewise. If you have no campaign, try one of your merchants. It's a small investment. It will pay you. We can make any size stand. Send \$1.00 and copy. & Our new CATALOGUE will be ready next month.

HENNEGAN & CO.

All the Crouble, All the Annovance. All the Coss of Cime



NAMELE

Manufacturer of ALUMINUM,

AND ALUMINUM GOLD BRONZE

Sign Letters and House Numbers.

Luminous Door Name and House Number Plate

Cheapest and Best.

Send for 64 page Illustrated Price List Free.

WM. SEDGWICK

258 CLARK STREET,

CHICAGO.

May be avoided by placing your entire Bill Posting appro

priation in my hands.

My facilities for handling this class of advertising are excelled by none, and are at your service. I place bill posting throughout the entire United States, in all Cities; Towns and Villages. My arrangements for inspecting are perfect; can arrange for inspection when paper goes up, or for two inspections, one at end of the month, thereby as-suring the advertiser of a full and perfect service. I charge a reasonable price for this inspection service. The advertiser may make inspection himself if he prefers.

Sam W. Hoke

Long-Distance Bill Poster,

IM-SEDGWICK

107 W. 28th St., New York

HOWARD N. HOLSHOUSER, City Bill Poster, Distributor and Sign Tacker Member I. A. of D.

COVINGTON, TENN. LuVERNE, MINN. Pop. 3,000,

Dana M. Baer, Bill Poster and Distributor, Box 490. Nanaimo, British Col. Pop. 7.000.

A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

Oswego, N. Y. F. E. Munroe,

ATHE-SPIRITUALISTIC SENSATION:

not be detected, sent prepaid on receipt of 50 Cents
BENJ. J. MUTSCHLER & CO.
Dealers & Importers in MAGICAL APPARATOR

Wilmington, North Carolina. Thos. P. Day & Co., Bill Posters and Distribut

HILLSBORO. TEXAS.

Phillips Bros. City Bill Posters and Distributors.

Mattapan, Mass. D. L. Cushing Atlanta, Ga. 124 Haynes St

Wm. Peden, Advertising Distributed, Signs tacked up in this and adjoining coun-ties, \$1.00 per 1000 and up. d97

Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc.

185 Clark Street, CHICAGO, ILL

•) HIGH-GRADE TOILET SOAPS AND PERFUMES.

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

THE MINETEAUX SOAP & CHEMICAL CO., 38 East Third St. CINCIN ATI, O.

ARE YOU GOING

KLONDIKE?

Why Not Start a Gold Mine of Your Own?

Owing to the demand for letter patterns, we pattern cutters in America for letter patterns of any size and style, and make the following

For \$1.00 cash with order, we will send ten alphabets, including the character & and four sets of numerals in sizes from two to twelve inches, different styles, suitable for painting almost any kind of a sign. They are cut from

For \$1.50 cash, we will send the same plainly ters are strictly up to date, and are also suitable for bill posters for marking dates, etc., on

Special sizes cut to order, or marked ready to cut. Give name of your Express company. Ad-

R. H. FORGRAVE, PICKERINGTON, OHIO.

Chillicothe, Mo. Z. B. Myers,

W. E. Patton, Corinth, Miss, Bill Poster and Distributor. Reference furnished. Box 164.

Dianey, Wm. E., Expert Ad Writer, Station T, Boston, Mass.

Peru, Ind. Chas. W. Stutesman

Clarksburg, W.Va. Pop. 5,000

Waukon, la. Wm. S. Hart & Co. Pop. 3,000. Control all space, inc Opera House and Fair Grounds. work anywhere in N. E. Iowa

Po'keepsie, N.Y. 24 Mechanic St. M. F. Sprenger, The Honest King Bill Poster and Distributor.

Delaware, O. G. D. McGuire.

The.....

Result-Getiveness of My Distributing

Syrup of Figs, Peruna Drug Co., Dr. Chase Co., Dr. Kilmer, True Remedy Co., Mennen Chemical Co., Orator F. Woodward, LeRoy, N. Y., Block Bros., Wheeling, W. Va., and many others. When such firms as the foregoing are satisfied with the results of my distributing, why shouldn't you employ me?

W. H. STEINBRENNER,



YOU KEEP TEXAS POSTED & AND & WE WILL KEEP YOU POSTED.

UNDERSTAND OUR PROPOSITION: You have something to sell and are seeking buyers. Why not keep the people of Texas posted on what you are offering? Texas has enormous crops this year, which means lots of money for her people. They will buy of you if your prices are right and qualities are good, but maybe they are not acquainted with you yet. THEN

Procure an introduction through the medium of our billboards. We will contract to post all treats or any part or section of our billboards. WRITE US FOR PRICES.

Three-Sheet Boards, 100 One-Sheets, 20 Eight-Sheet Boards and all the dead walls can accomplish it. Temple has 10,000 people, is a hustling,

YOU DO NOT HAVE TO PAY UNLESS OUR SERVICES ARE WHOLLY SATISFACTORY. T. J. DARLING & CO. ******** TEMPLE. TEXAS.

We have space to sell; that is a part of our business, so that we are in shape to Keep You Posted, if 1000 feet (lineal) of Billboards, 75

YIRGINIA.

GOLDSMITH BROS. IOS. M. GOLDSMITH. 🚜 JAKE GOLDSMITH.

OPERA HOUSE MANAGERS AND CITY BILL POSTERS. FREDERICKSBURG. VIRGINIA.

Best Boards, Best Stock, Best Localities, and most important of all, Best of References. Population 6,000. Drawing Population 50,000. Only Licensed Bill Posters, Distributors and General Out-Door Advertisers.

MANNING, S. C.
Distributor. T. M. Young Manager. P.O.
197

TRENTON, New Jersey The Trenton Bill Posting Co.

Owrs all Billboards in the city and suburbs Population 70,000. I guarantee the value of all Bill Posting and Distributing. and Distributing. WM. R. WILLIAMSON, Manage

FAYETTEVILLE, N.C.

Hawkins Bros. Bill Posters and Distributors. Lock Box 170 1997

ADVERTISING MANAGERS:

Do you know that New Hampshire well-to-do people, during the coming hot months. They go there to while away the time, to be comfortable and

Have You got Anything to Call their Attention to, while they are idle.

Strike while the Iron is Hot!

We can reach all these people. Send us your booklets, samples, or circu-

RELIABLE DISTRIBUTORS.

Manchester, H. H.

Jacksonville, Ill. 807 S. Main St.

Wm. Burke, member of and recommended by U. S. Dist. Bureau HIGGINSVILLE, MO. Pop. 5,000

The Greatest Country on Earth. RIGG BROS.,

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising pivileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

HOWLAND Advertising Sign Co, Rome, N. Y.

C.F.Bangasser&Co.

CITY BILL POSTERS AND DISTRIBUTORS, Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38 MCMINNVILLE, OREGON.

WOODLAND, CAL.

Pittsburg, Pa. Pop. 500,000.

Established 1892.
The "TWIN CITIES" Distributing Agency,
DISTRIBUTORS,
Office 6, Sixth St. Branch, ALLEGHENY.
J. T. HUDSON, Manager.

Mr. LEWIS GARRISON

Is about to return to South Africa. where he has spent over a year. Firms wishing to open up business relations with South Africa, are invited to correspond with MR. GARRISON, at COLUMBUS,

1891. "Everything comes to him who hustles while he waits." 1897.

The Hustler Advertising Co.

Prompt personal

OUT-DOOR ADVERTISING The only exclu-IN ALL ITS BRANCHES.

FORT WAYNE, IND. 24 NORTH MINER STREET.

FRANK M. DUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR. 187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population, 15,000

BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

ing Bureau.

eight large offices

proficient readers And have an exchange list that thoroughly covers every section of

the United State and Canada. that we can fill any order entrusted

Service equal to the best at a

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we

We solicit your patronage.

Evansville, Ind. 75,000, Licensed Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors, n97

Combined population 300,000. 60,000 pieces does it all. Send the matter to the MIDLAND ADVERTISING CO. (member I. A. of D.), Jos. REID, Manager, 617 Grand Ave , Kansas City, Mo.

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service

BRANTFORD. CAN. POP. 17,000.

Chas M. Smith & Co., Bill Posters and Distributors. own and control 20,000 feet of boards. Reliable distribution.

TERRE HAUTE, IND.

MEMPHIS, TENN.
Van Beuren & Co., Bill rosters and Distributers, 224 Second street.

succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipp-

We are now occupying a space of

With a carefully trained force of

We feel no hesitancy in asserting

price as low as the lowest.

charge from the start.

Respectfully,

United Press News Bureau.

134 Van Buren St., Chicago.

Kansas City, Mo. and her suburbs

James M. Dishon, Distributing, 29 South 5th St.



bustling railroad town, located in the very heart of the famous Blackland Belt of Texas.

LORAIN, O. P. J. SMITH.
Bill Poster and Distributor. 3196th St. 197

Southern Press

Clipping Bureau,

Newspaper Press Clippings for

Trade Papers, Manufacturers and

Advertisers. Also list of names

C. F. Ansell, Mfg. Coupon Theatre Tickets and Disgram Ticket Racks. Lowest prices. Always on time. No mistakes. 155 Washington Street, Chicago.

CHARVAT BILL POSTING CO.
HENRY CHARVAT, Manager.

Seven Cities Covered. Population, 12,000.

Correspondence Solicited.

Laconia, N. H. Pop. 15,000.

Folsom Opera House, Driving Park and show Grounds J. F. Harriman, Manager Owns all boards in the city and suburbs.

MILFORD, MASS.

Atlanta, Ga.

CHILLICOTHE, ILL

SEND FOR A COPY OF

for circularizing.

We will send **The Advertising World** (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed that the state of the printed per page. matter. We make this offer just to introduce our paper to new matter. We make this offer just to introduce our paper to new readers.

The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio

RICH SOIL

results if we are the sowers of your advertising seeds—circulars, etc. GOOD SEED

That is, in Middletown. Sure crop of

AND GOOD SOWERS BRING GOOD CROPS.

MIDDLETOWN ADV. CO.

McCall, Ad-Writer,

THE "SURE CROP" DISTRIBUTORS. MIDDLETOWN, N. Y.

The W. D. Husted Advertising Co.

Mailed free to all mentioning this advertisement BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Manufacturing

To read BUSINESS is a liberal commercial education in itself.

The office of BUSINESS is to be in every office.

Monthly, \$2 a year. Address

BUSINESS PUBLISHING CO.

13 Astor Place, New York. Fown and BILL POSTERS, Distributors, Bulletin Sign Painting,

Out door Advertising of every description Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bil boards in city and adjoining towns. 20 years' experience in this city Baggage and scenery truck express. fe-12

Office: 67 Main Street, MANSFIELD, TIOGA CO., PA.

WE OWN OR CONTROL ALL BOARDS AND POSTING BOARDS AND POSTING PRIVILEGES IN

MANSFIELD. The leading town in the "Northern

Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.



LARAMIE, WYO.

H. E Root, Mgr. Opera House and City bill poster and distributor (lic'd), 150 3d St. ¶97

"Mr. Manager!"

'One Moment Please."

WF. paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho.

OUR artists are expert and up-to-date. WE do bill posting, distributing and

WE own 20,000 feet of space, honesty, energy, experience and World's Fair

OUR boards, stock, labor and prices are O. K. WE have no alleys, back fences, "charlie

boxes," boys or "bums."
WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

C. M. Smith & Co.,

Brantford, Canada.

Population of City 17,000. County 50,000. Country 5,000,000.

BANGOR Me. and Neighboring Cities. Pop. 40,000. Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. n97

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promtly and properly executed.

C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

STAVANGER, MINN Ole Holm, Bill Poster and Distributor, no

WANTED, AGENTS, to sell our elegant

MADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

Novelty Department.

CINCINNATI, OHIO.

WILLIAMSPORT, PENN'A

CARLISLE, IND.

JOHN L. MARSH VANCOUVER, WASH.

Licensed Theatrical and Commercial Bill Poster Card Tacking and Distributing a Specialty. All Work Guaranteed. Population, 5,000.

Charleston, W. Va. Pop. 15,000 E. H. Carwithen, Distributor, Satisfaction guaranteed Six adjoining towns. n97

THE CLIPPING BUREAU

KEEPS YOU POSTED.

We read practically all the daily and weekly newspapers of the country, receiving them direct from the publishers and cutting out those items of designated interest to our clients at

All the latest literature on any subject selected at vour order.

Material for trade and class papers, addresses for the catalogues, booklets and printed matter of business houses, personal mentions, articles for speeches, lectures, sermons, books, obituary notices, advertisements, etc., etc.

Sending you clippings from our New York and Chicago offices direct, if so desired, as well as from our main office in Boston, we can get clippings to you more fresh than those furnished by others.

Write for further data and prices, which are the lowest, work considered, of any bureau in existence.

THE NEW ENGLAND **NEWSPAPER BUREAU.**

146 Franklin St., Boston 146 Frankin Grig

Rutland, Vt., M. Kingsley, Owns and controls all billboards Address 48 West St., Rutland, Vt.

New Mexico and Arizona.

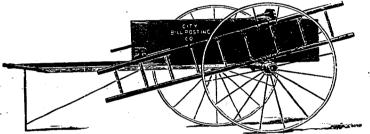
PEDRO R. GANDOVAL of Santa Fe, N. M. will do all the Bill Posting, Sign Tacking, Space Lettering, Distributing, and Mailing you want in New Mexico and Arizona.
Good Work Guaranteed. Write to him at once.

Oakland, Cal.

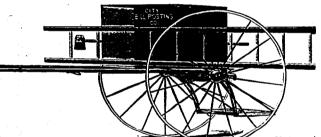
Belasco & Co., Bill Posters and Painted Signs, n7

(LITHOGRAPHIC OR BLOCK) THE LEADING SHOW PRINTERS OR BLOCK) STATES USE

Bill Posters' Push Cart.

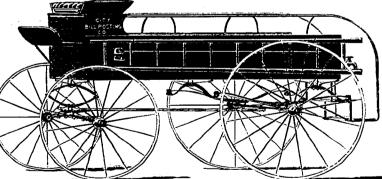


Bill Posters' Pony Cart.



Light strong and durable. This vehicle is bound to find favor. It is the handlest thing imaginable. Has paste tank, water tank, etc., and we furnish complete for the remarkably low price of

Bill Posters' Wagons.



A-\$90.00. B-\$100.00. C-130.00.

JOHN H. MICHAEL.

Manufacturer Bill Posters' Vehicles,

225, 227, 229 East 8th St, CINCINNATI, O.

WANTED!

A Few Hundred

Sheets of Paper To Post in

MARBLEHEAD, MASS. --- SEND TO---

Noon Bill Posting Co.

MARBLEHEAD, MASS.

PAULDING, OHIO.

ACCOUNTICS. • • •

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

SCIENCE OF ACCOUNTS. ART OF BOOK-KEEPING.

ACCOUNTICS answers questions in higher accounting and book-keeping practice; contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully printed; edited by A.O.KITTREDGE. Subscription One Dollar a year.

Accountics' Association, WOOL EXCHANGE, NEW YORK.

L D. Hoffer, city bill poster and distribu-

Bill Posting, Sign Tacking and Circular Distributing done Satisfactorily or Money Refunded. Write for Terms.

A. J. BLACK. Summitville. Ind.

R W. STORRS,

De Funiak Springs, Fla. Can cover all West Florida outside of Pen-sacola in any manuer desired.

Santa Fe. N. M. A. M. Dettelbach. Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's. n97

Butte, Mont. W. E. Kendrick, Bill poster and sign advertiser. P. O. box 122.

Winona, Minn. Pop. 25,000. Winona Circular Dist. Co., 78 E. Second st. General Outdoor Advertisers, Sign Tack-ing a specialty.

LIMA, OHIO. Pop. 20,000. W. C. Firrill, City Bill Poster and Distributer. Work promptly done.

MILFORD, MASS. Pop. 9,000.

Fort Wayne City Bill Posting Co.

Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed. FORT WAYNE, IND. C. B. Woodworth, Manager.

NEW CLOTHING POSTERS.

We have just issued a New Stand for the Clothing Trade, and it's a beauty. It can be used as five separate three-sheets, a ninesheet, a twelve-sheet, a fifteen-sheet, and by using Border, you can make it a twenty-four sheet. This is only one of many of our new ones. We have just issued our Catalogue of Commercial Posters. It contains the largest and finest line of Commercial Posters ever issued. You can find Posters for Everything. Send for it at once. It's money in your pocket.

The Donaldson Litho. Co. CINCINNATI.

Jointed Magnetic Hammers.

Just the thing for Card Tackers.



The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work uphigh—away above the reach of mischievous kids.

Donaldson Lith. Co., Cincinnati, O Cincinnati, O

DEAR Sirs: I received from
you a few daysago a Magnetic
Hammer in good condition I
have used the same and find
it to be the finest article for
putting up signs that I have
ever used. Yours truly,
FLEISCHMANN & CO.
Gardner, Mass.
W. P. BULLARD, Agt.

SAVES CLIMBING. Enables you to give your clients first-class permanent

PRICES: 36-in. handles, 2 sections, \$2,00 42-in handles, 8 sections, \$2.50

DONALDSON LITHO CO. Sole Agents, CINCINNATI.

CASH MUST ACCOMPANY ORDER. NONE SENT C. O. D.

Bill Posters' Paste Brushes.

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find any-

PRICES.

S inch, \$2 25 each.

9 inch, 2.75 each. 10 inch, 3.00 each.

"UNEXCELLED"

THE DONALDSON BRUSH

The Best Paste Brush made. Popular every where on account of its great durability.

PRICES.

S inch, \$2.75 each. 9 inch, 3.00 each. 10 inch, 3.25 each.

The Donaldson Litho. Co., Cincinnati.

Jointed Paste Brush Handles

Made Expressly For Traveling

Advertising Agents.

Will fit inside of a bill trunk. Great convenience. HANDY, DURABLE. STRONG, RIGID.

7 feet. 2 sections. - - \$1.25 10½ feet. 3 sections. - \$1.75

CINCINNATI.

Remit with order. None sent C. O. D.

Do you intend to advertise in San Francisco, Oakland, Alameda Co., CALIFORNIA?

SIEBE & GREEN,

Bill Posting and Painted Sign

PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3rd and Washington Sts., Oakland.

San Francisco. 44,000 Lineal Feet Fencing, 10 and 20 ft. high. 350,000 Population.

Odright 11,000 Lineal Feet Fencing.

10 and 20 ft. high.
60,000 Population.

Alameda Co. 9,000 Lineal Feet Fencing, 10 and 20 ft. high. 150,000 Population.

THE BIESOARD

Vol. IX., No. 9.

CINCINNATI, OCTOBER 1, 1897.

PRICE 10 CENTS PER YEAR, \$1.00

RAMPANT.

The Executive Committee of the A. B. P. A. Breaks Loose With a Choice Assortment of Clubs-The Ax Wielded in Great

The following letter, report and order sent out to members explains itself:

Dear Sir--Herewith we beg to hand you a copy of minutes of the meeting of your Executive Committee, held at Hotel Bartholdi on October 5, and Official Order No. 1.

The reading of the minutes developed the fact that there was considerable dissatisfaction and cause for complaint among many of the members. It was found that quite a few large advertisers were entirely ignoring the association rules by giving business to non-association members, and that their paper was also being handled by association mem-

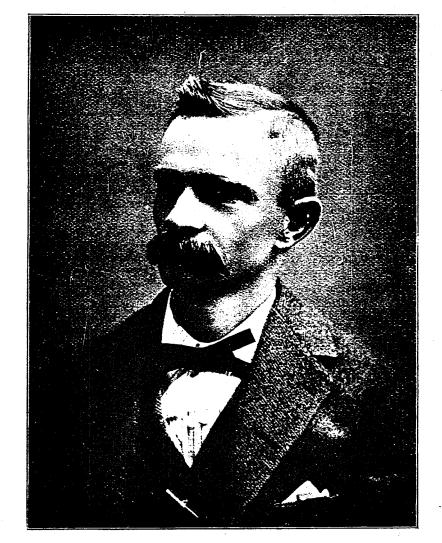
As you will note, there were two applications for soliciting membership, Mr. Donaldson, of Cincinnati, and Mr. Hoke, of New York. The committee had received numerous letters from members for and against the placing of their names on the roll. There was also complaint about the present solicitors not living up to the rules of the organization, and, in addition, many of our members were found to be very derelict in the payment of their dues. After considerable earnest discussion, it was the concensus of opinin that the association had reached a critical point in its career. Your Executive Committee felt that while much good had been done through increasing the standard of service and advancing the prices to a point where the bill poster was enabled to improve his plant and give such guaranteed service as would evoke the confidence of the national, as well as the local advertiser, at the same time there was a lack of cohesive force which made your committee feel that, in order to achieve the result aimed at by our organization, decisive measures must be taken and strict discipline enforced. Your committee felt that under no circumstances or conditions would it pass any resolution merely for the putting of the same on its statute books. The unanimous thought was, that if a resolution was made it should be lived up to, even if such adherence to principle meant the elimination of nine-tenths of its members. The one-tenth preferred to stand on the solid bed-rock of duty to being part and parcel of a vast organization which did not respect its own rulings.

The committee wish to state that they tain their self-respect and consciousness fully realize that their action is much more drastic than that which was enacted at former sessions, but they also feel that the crisis which has been reached in the life of the organization must be met with determination and force, in order that the association receive from the trade at large,

of loyalty to their principles. Respectfully submitted.

J. BALLARD CARROLL, Secretary.

Meeting of the Executive Committee held in the Hotel Bartholdi, New York.



JOHN F. OTTING.

bill posters, advertisers and advertising Monday, October 4, 1897. Called puragents that respect which alone comes through the rigid adherence to what it believes to be the fundamental principle of our organization.

We look for earnest, helpful support from our members. If it comes, we can promise a growth not only in our membership, but in the respect and confidence of the whole business community. If our membership decreases instead of increases, those that remain loval to the organization, its constitution, its by-laws and its officers, will feel that if but few remain, those few will at any rate main-

suant to order from President O'Mealia. Meeting called to order by President O'Mealia, who stated the first order of siness was to organize.

Roll call showed the following to be present: Messrs. O'Mealia, Stahlbrodt, Bryan, Pratt, Carroll, Gude.

Upon motion, Mr J. F. O'Mealia was elected chairman and Mr J. Ballard Carroll was elected secretary.

Chairman appointed Mr. Al. Bryan sergeant-at arms.

Minutes of meeting July 16 read for the information of committee

Jersey City, N. J., August 5, 1897. To the President and Members of the Associated Bill Posters Association of the United States and

Gentlemen-Your Finance Committee have this day examined the memoranda and accounts of the Bill Poster and compared vouchers with the same where vouchers were presented, and find same correct as far as the accounts covered by vouchers.

We find the majority of the items in the book have no vouchers presented for them, but memoranda written out by the editor or others presumably in his employ. While we are satisfied the accounts are correct, we do not approve of the methods of carrying on the business of the Bill Poster in connection with the accounts of the same.

We believe a complete set of books should be kept, and a voucher must hereafter be presented for each separate item, or such account shall not be passed upon. One reas n for this is that the only way to do business is by business methods. The set of books and vouchers should be presented in future at each annual meeting of the association.

Respectfully submitted

NORMAN A. SEYMOUR, BARNEY LINK.

REPORT OF OFFICERS.

President O'Mealia made a statement of the business of his office since the annual meeting, as follows:

Have granted dispensation to Lowell Bill Pos ing Co., Lowell, Mass: Portland Bill Posting Co., Portland, Me.: Erie Bill Posting Co., Erie, Pa.; Jos. A. Wallace, Oswego, N. Y.

Complaints have been received from Andrews, Moulton & Johnson, Salem, Mass., and F. P. Colby Manchester, N. H., against C. S. Houghtaling, our solicitor, for asking them to post paper at less than association rates; also, from Cream City Bill Posting Co., Milwaukee, Wis., and American Bill Posting Co., Chicago, Ill., against the T. A. Suider Preserve Co. Cincinnati, O., asking for cut rates and commission; also, in relation to the resolution offered by Mr. Campbell (in relation to a monthly statement being sent to the treasurer, C. F. Bryan, also of having called the Finance Commi tee together to examine the books and vouchers of the paper, The Bill Poster,, at the last meeting of the committee; also the matter of the Memphis Bill Posting Co., Memphis, Tenn., claiming an injury having been done them by a member of this association; also, having received a communication from the secretary calling attention to the members being very slow in paying up their dues. I sent out a circular calling their attention to the amount of their

indebtedness, and asking for a prompt settlement of the same; also, having directed the secretary to call the Western Arbitration Committee together to take action upon the complaint made against the T. A. Snider Preserve Co., and to try and settle it to the benefit of both parties.

Upon motion, it was agreed to take up each matter separately after passing through the order of business.

Secretary Carroll reported the following receipts:

Received from J. A. Curran, treasurer, balance, \$65.54; received from members, \$720.85: total, \$786,39.

There is still due the association as follows .

Due by members for dues, \$923,00; due by state associations, \$131.00; total, \$1,054.00,

DELINQUENT MEMBERS.

E. T. Heverin & Bro., \$40; J. H. Brooks, \$3 50; Rife & Houck, \$15; Moxley Adv. Service, \$15; Ramsay & Co., \$12; M. E. Mulvihill, \$15; G. Robinson, \$10; Amer. B. P. Co., Philadelphia, \$175; H. H. Tyner, \$5; J. McQuigg, \$15; Mrs. J. Mc-Quigg, \$3.50; W. T. Branham, \$15; D. G. Muuro, \$20; W. S. Burton & Co , \$10; C. A. Harnois, \$15; New Haven B. P. Co, \$10; Southern B. P. Co., \$17; H. W. Walker & Co., \$30; Watson & Price, \$22; F. Kerth, \$3.50; Reese & Long, \$10; Mrs G. Tisdale, \$3.50; Erie B. P. Co., \$10; Texas Adv. Co., \$5; W. S. Parker, \$10; Chatham B. P. & D. Co., \$7; T. J. Marsh; \$5; City B. P. Co., Peoria, \$15; R. G. Spalding, \$5; W H. Evans, \$5; West Superior B. P. Co., \$5; Nowland & Tomlinson, \$5; J. B McCullom, \$5; J. D. Bowersock \$5; P. B. Oliver, \$3.50; L. Sternkorb, \$3.50; Newport News B. P. Co., \$5; A. B Jewett, \$2.50; S. B. Patterson, \$13.50; H Beale, \$12; Hazelton B. P. Co., \$3.50; Amer. B. P. Co., Allegheny, \$35; M. J. Dooley, \$40; Amer. B. P. Co., Chicago, \$50; Amer. B. P. Co., Pittsburg, \$55; Amer. B. P. Co., Brooklyn, \$50; Price Adv. Co., \$45; Memphis B P Co., \$10; R. Jameison, \$3.50; J. F. West, \$5; Wilmington B. P. Co., \$10; S.S. Kelly, \$3.50; E.G Wheeler, \$3 50; Amer. B. P. Co., Evanston, \$3.50; Amer. B. P. Co., Oak Parks, \$8.50.

Delinquent State Associations—Illinois \$27.25; Indiana, \$72 50; Ohio, \$4; New York, \$16; Pennsylvania, \$5; Montana, \$1.75; Rocky Mountain, \$4.50.

Also having notified the Western Arbitration Committee to meet and take action upon the T. A Snider Preserve Co., in compliance with instructions from President O Mea'ia; also, of having written J. H. Dobbins, secretary of the Indiana State Association, in regard to the non payment of their per capita tax in conformity to a resolution adopted by the Executive Committee last meeting: a'so. of having sent out a complaint circular in the matter of the Suider Preserve Co

PETITIONS FOR MEMBERSHIP.

The following applications were read: Hackensack B. P. Co, Hackensack, N. 1; L. L. McIlvane, Houston, Texas; Twin City B. P. Co., Champaign. Ill.; Evansville B. P. Co., Evansville, Ind.; S. M. Smersh, Owatonna, Minn.; F. W. Riley, Marlboro, Mass.; R. L. Bowman, Petersburg, Va.; Waterbury City B. P. Co., Waterbury, Conn.

The application of Owens & Varney

lengthy discussion and reading of several communications in the matter as to who was the reliable firm to accept it was unanimously agreed to present the application of Owens & Varney, San Francisco, Cal.

The application of W. Carroll, Chelsea. Mass., was also taken from the table, and all of the correspondence read showing his desire was to become a member from Chelsea, Mass, only. It was also agreed to present his application.

The application of Lalor Bros., St Catherine's, was also taken from the table_ and all correspondence was read, showing they have never been or applied for membership in any other association. It was also agreed to present their application

The chairman directed a ballot being taken, and declared all the above names elected as members of this association.

Applications were received from W. H. Donaldson, Cincinnati, Oh'o, and Sam W. Hoke, New York, and read, asking for appointments as official representatives of this association. Up n motion, same was laid over until unfinished busi-

NEW BUSINESS.

Motion made and adopted that the names of Messrs. Gillam & Shaughnessy, New York city, and J. G. Hammond, Chi cago, Ill, be dropped from the roll of representative solicitors.

The following resolution was offered and adopted:

Resolved. That it is the thought of the Executive Committee that the best interest of the association be subserved by limiting the soliciting representatives, as past experience has shown that there is every likelihood that a surplus of solicitors will only tend to provoke a cut in commissions among the membership.

Upon motion made and adopted that all members who are in arrears to the association for more than one year's dues be suspended. The following came under this clause:

E. T. Heverin & Bro., Amer. B. P. Co. Philadelphia, Mrs. J. McQuigg, W. T. Branham, D. G. Monro, C. A. Harnois, Southern B. P. Co., Watson & Price, M. J. Dooley, Amer. B. P. Co., Pittsburg, Price Adv. Co., G. T. McLain, W. S. Parker, Amer. B. P. Co., Allegheny, City B. P. Co., Peoria, Amer. B. P. Co., Brooklyn, and were declared suspended.

Upon motion, adjourned till 8 o'clock.

PURNING SESSION

Called by Chairman O'Mealia. Roll call showed same present: Messrs. O'Mealia, Pratt, Stahlbrodt, Gude, Bryan, Carroll

App ication received from Iowa State Association, signed by seven members, as follows: A. B. Beale, president: John Dohaney, vice-president; J. C. Speers, secretary; James Coffee. treasurer; W. P. Dermer. I Wisse, M. W. Wagers and A. A. Bland, asking for a charter for their State Association. Upon motion, same was granted, and the secretary directed to issue one upon the payment of the fee as prescribed by our constitution and by-laws.

Application of W. H Donaldson, per equest, was withdrawn.

It was adopted that in view of the adoption of the resolution at the morning session, the application of Sam W. Hoke was taken from the table, and after a was respectfully declined as a solicitor.

sociation are notified not to make a contract for H.-O. paper until further notice, and all members who have contracts now pending are permitted to carry out the contract on condition that they immediately notify the secretary as to the length of time of contract, in order that same may be placed on file.

Resolved, That on and after this date any member of this association who takes work from any customer after notification from the secretary of the association that said firm is to be debarred from the use of members' boards on account of said firm giving business to opposition bill posters, will have their names forthwith stricken from the roll.

Resolved, That any member of this association who accepts work at less than the schedule prices, or gives commissions or rebate or time allowances, or any commission of any kind or nature, to any one except the authorized members or solicitors of the association, be immediately expelled.

Resolved. That the chairman appoint a committee to have the association incorporated.

The chairman appointed Messrs. Gude, Pratt, Stahlbrodt and O'Mealia.

Resolved, That the secretary be instructed to write the editor of the Bill Poster, calling his attention to the resolution offered by himself at the July meeting of the committee, as follows:

Mr Campbell-That the editor of the Bill Poster make a monthly statement to the treasurer, C. F. Bryan, of all collections on account of the Bill Poster, and send check for amount of collections, less the current expenses, and render the same by the I th of each month.

That he has failed to comply with the above resolution, that he is hereby respectfully notified that a continued omis sion on his part, or failure to comply, will result in the Executive Committee ordering a discontinuation of the paper.

H. W. Walker appeared, and asked for a dispensation in accordance with the resolution adopted at Atlantic City meeting Request was granted.

In the matter of the Indiana State Association letters were read from two secretaries, Carroll and Dobbins. After considerable discussion it was

Resolved, That, in view of the fact of the former secretary of the Indiana State Association having defaulted, as per correspondence with the present secretary and treasurer, we herewith remit the amount they claim had been paid, \$32, if paid within three months, and the payment of the same carries with it the restoration of the Indiana State Associa-

In the matter of the complaint of the Memphis Bill Posting Co., letters were read from all parties concerned in the matter, and same was laid over until the next meeting.

It was adopted that the incidental expenses of this meeting be paid by the

Bills from A. Datz. \$2 50, and J. F. O'Mealia, \$4.47, were ordered paid.

It was adopted that the secretary write Hote, calling his attention to the fact that several complaints have been made against him for asking for cut rates, much less than the schedule adopted by the associa-

Resolved, That all members of this as- tion, and he must cease doing this and to send an answer to this communication, or he will be cited before this committee at their next meeting. November 10.

Upon motion, adjourned until Novem-

J. BALLARD CARROLL, Secretary.

OFFICIAL ORDER NO. 1.

Dear Sir-Per instructions of the President of the Association and in conformity with resolutions passed at last execu tive meeting, you are respectfully notified that Mr. John Hammond, of Chicago, and Messrs. Gil'am & Shaughnessy, of New York, are no longer soliciting members of this association, and are not entitled to commissions on any business which they may send to your firm.

You are further notified that the application of Mr. Won H Donaldson, of Cincinnati, was withdrawn, and that of Mr. Sam W. Hoke, of New York, refused. and you are not to allow them commissions on any business that they may send

You are also notified that, as the "H. O." Company are making contracts vith non-association members, you, as a loval member, are not to handle their business until further notice. If you have already made a contract with them. notify the secretary at once as to the length of time of same, and a dispensation will be granted for the carrying out of this contract only.

Very truly yours,

I. BALLARD CARROLL. Secretary

[ANOTHER ACCOUNT.]

BOSSES MEET. BOSSES EAT. Then Jump On Members With Both Feet.

['Illustrated by our Special Artist.]

The Executive Committee of the Associated Association of Billposters met in New York October 4, and had a rather stormy meeting, if reports are to be c edited.

Only one western member of the comnittee was present, Mr. Leonard having been unavoidably detained at the last

And the five New York city members 'didn't do a t'ing" to little, lonesome Al Bivan, from the boundless West.

Sammy Pratt and Eddie Stahlbrodt did as they pleased—what they said went.

Think of the Memphis Bill Posting Co. asking the association (Sam Pratt) to stop Van Buren (Sam Pratt) from maintaining an opposition plant in Memphis! Of course the matter was "laid over"

Gillam & Shaughnessy and J. G Hammond were dropped from the rolls as soliciting members, the first because they had trod upon Mr Pratt's toes, and the other because his office is with Mr. Camp-

\$am Hoke and W. H. Donaldson were turned toward the wall, and members given solemn warning that no one but the committee should be permitted to accept work in future from any of these people.

Quite a number of "Americans" were dropped from membership for non-payment of dues, among them being the American Bill Posting Co., Philadel-

phia; American Bill Posting Co., Brooklyn; American Bill Posting Co., Pittsburg; American Bill Posting Co., Allegheny, And how the American Bill Posting Co., of Chicago; and the American Bill Posting Co., of Oak Park: and the American Bill Posting Co., of Evanston, managed to escape is a mystery. According to reports, they are as deep in the mud as the others are in the mire.)

The list of delinquents is something appalling, and includes almost every city of any consequence in the union among them being Lexington, Ky. (Ramsey); New Haven, Conn. (Pratt), and Erie, Pa (Stahlbrodt)

Mr. Campbell was sharply taken to task for failing to report to the committee just how much money the official organ has dropped since the annual meeting in July, and warned that unless he does better in the future the publication will be stopped. All of which will be grateful news to Bob, who has been for a long time looking for a good excuse to jump from under.

Tolly old Hote was called upon to explain why he dared to ask a bill poster to cut a rate, and was warned not to do it

The H.-O. Co., who employ Van Beuren & Pratt in New York to build their boards and to post their paper, were put upon the black list, and members notified that any one caught in the act of posting H.-O. will be at once beheaded. This is not to apply to those members who may have contracts with H.-O. outstanding-Pratt had just renewed his contract for

*Note.—The illustrations mentioned in the heading were so warm that they burned their way out of the mail bag and

A KICKER.

AND HE KICKS HARD.

Gentlemen:-Enclosed please find papers givng an account of the New York meeting. I send them to you because I know you will publish them. These fellows must think we are a fine lot of suckers out here.

What do you think of O. J. Gude being in on a scheme like this? It is the old rotten scheme over again. Stahbrodt is still trying to hog all the commissions, onls now he is going to divide

Sam Pratt sends out orders like this, when he is openly advertising opposition to the associa-tion member at memphis. Gude is fighting a member at Paterson, N. I. These ducks have the nerve io tell me what is for the good of the

Please publish these papers and give teem h-1. I am going to rud my town to suit myself. I'll sions to Srm Hoke and Gillam & shaughenessy whenever they send me work, ank the more they send the better I'll like it Solicitors have got no business on the committee

When the association is run in the interests of bill posters I will respect it but not until then. If you publish this letter sign it.

GUDE IN PATERSON.

He Has Bought Out Hicks.

The following legal notice, clipped from the Call, Paterson, N. J., is selfexplanatory:

NOTICE.—The firm of C. J. Hicks, bill posting and sign painting, No. 5 Ramapo arenue Paterson, N. J., is this day dissolved. C. J. Hicks, settles.

(Signed) C. I. HICKS. The business will be continued at same address by the Paterson Bill Posting, Advertising and Sign Painting Co., a corporation organized under the laws of the State of New Jersey.

(Signed) O. I. GUDE. President (Signed) F. E. FITCH, Secretary. Paterson, N. J., Oct. 1, 1897.

INCORPORATED

Under the Laws of the State of New York-The A. B. P. A. Gets in Line.

There was incorporated with the Secretary of State yesterday the Associated Bill Posters of the United States and Canada, which will have its principal office in New York city. The association is formed for the purpose of fostering trade and commerce among the bill posters of the United States and Canada, to reform abuses relative to the trade and to secure freedom from unjust or unlawful exactions. Its directors are James F. O'Mealia, of Jersey City; J. Ballard Carroll, of Albany; Alfred Bryan of Cleveland; George M. Leonard, of Grand Rapids, Mich.; Samuel Pratt, Edward A. Stahlbrodt and Oscar J. Gude, of New York city.

Henry F. Stoons is one of the most en-

terprising bill posters in the country. About three years ago he had made for his business the finest bill posting wagon in the country. Every theatrical manager that came to town had something to say about that wagon, and the Bill Poster. theatrical paper, gave the wagon a half column. But this time Harry has outdone himself. He has got s mething new. It is a bicycle bill posting tandem. About a year ago he commenced on his new scheme, and he is full of them, of building a bicycle so as to carry two bill posters, two cans of paste, two brushes and a day's supply of paper. Recently the scheme appeared on the streets. The Robinson Franklin Bros' circus, knowing a good thing when they see it, are the first to take advantage of it. The front part is the regular tandem for two men, but the rear part is the thing. It is mounted on two wheels with a tongue. which is attached to the tandem. The bed is made in the shape of a box with a sharp pointed roof. The sides are filled with advertising. The inside is made into three compartments, in which is placed the two bucke's and the supply of paper. Under the bo'tom of this part of the tandem are placed the brushes. The tandem is on the streets every day, and Harry is being congratulated on every and. - Chattanooga Times.

Those newspapers that are still sawing away on the story that Ringling Bros. played Minneapolis without billboards are respectfully notified herewith that the circus season is now over. Next season the gentlemen from Baraboo will give them something new to talk about.

If the Ringlings did not have up more paper on down-town thoroughfares than Barnum's show, then we do not know anything about bill posting. The Messrs. Ringling did play Minneapolis without the city bill poster, but not without posters; in fact, not by a long shot.

Interest in the forthcoming Christmas number of THE BILLBOARD is already manifest, as witness the following letter from California:

Los Angeles, Cal., October 13, 1897.

THE BILLBOARD Publishing Co.
Gentlemen—I would like to put my ad in the Holiday number. Please let me know what you rates are. I should like to know as soon as possible, if you will oblige me. It is true that i s a long ways off, but you must remember tha I am a long ways off from your office, also. shall send you my regular ad on the first of th month to take up an inch, also some pointers as 12 how some of the advertisers are treated out ere, which they ought to know. Thanking you for your kind attention. I am

Yours truly, SOUTHERN CALIFORNIA DIS. Co.,

John Mulvihill, the well known bill oster, in St. Joseph, Mo., was fatalls njured from the effects of a blow struck y Frank Dix. The blow was delivered with a potato fork in front of the Wonderland Musee on Fourth s'reet, near Edmond. Mulvihill's skull is fractured, and the chances for his recovery are doubtful

THE BILLBOARD has the largest sale on the newstands of all advertising papers.

Scott, of St. Paul, and Breslauer, of Minneapolis, are having a merry war with George J. Sherer, the sign man. They are cutting down each others boards. The matter will probably be adjusted in court.

The Illinois State Bill Posters' Association held its annual meeting at the Leland hotel, Springfield, September 30. C. S. Houtaling, C. B. Hood and J. D. Mc-Manus were among the visitors.

The following officers were elected: President. F. W. Jenks, of Elgin: vicepresident, George Benderman, of Joliet: secretary. Isaac Monk, of Peoria: treasurer. R. C. Campbell, of Chicago; Executive Committee. Boru Marvin, of Aurors; Lon Roley, of Pana, and A. W. Retter, of

All the poster prin'ers read THE BILL-BOARD.

Every advertising agent reads THE

O. JEHU GUDE.

The Great New York Advertiser Surprises the Natives with His Horsemanship.

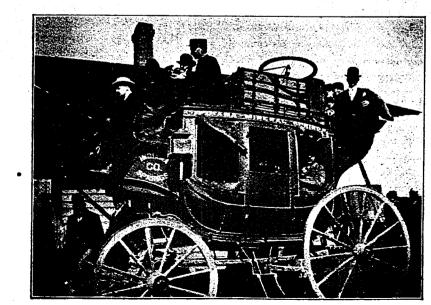
O. Jehu Gude, the big (in a double sense) New York contractor for outdoor advertising, had gouty diathesis, a few weeks ago, which made it necessary to to carry him out of the National Billposters' convention at Atlantic City, on a stretcher. There they packed him on a car and shipped him to the Magno Mud Cure and Lithia Water Baths at Indiana Mineral Springs, and a struggle began between gout and Magno-Mud.

That was about three weeks ago, and last week W. J. Champion, the Chicago car man, came down to see sick Brother Gude, and be in at the death. When the train arrived at the C. & E. I. station, the springs tally-ho coach just came dashing aroud the corner, its four big dapple grays on the jump, and on the box, bunch of ribbons in his left and cracking his lash vigorously with his right, sat a brown man in top-boots and Panama hat, the very picture of a real-thing four-in-hand whip. The bugle sounded, the four big horses sat up on their haunches, the driver whirled a figure eight with his lash and and caught the loop on his whip stock.

"Hello, Champ!" he cried cheerfully, It was O. Jehu Gude, the healthiest, brownest, most sun burned mortal that ever drove a thoroughbrace coach-in-four over the pike. The Magno-Mud did it in combination with a life of nature amid the Hoosier hills

"My Goodness," exclaimed Champion. "but your competitors in New York will be disappointed. They've all got you booked for a funeral."

Mr. Gude left for home Friday, in robust health, intending, however, to stop over in Chicago, and make some of his rivals (he has no enimies) feel bad. The reputation he left behind him at the springs is fair enough for one of his youthful spirits, but there is a blot on the escutcheon, if the story be true, that Mr. Gude, in company with some local talent of doubtful reputation, indulged in the questionable and brutal sport of badger fighting .- Attica (Ind.) News.



O. JEHU GUDE.

the lead in a few hours, and eventually

THE BILLBOARD.

PURITSHED MONTHLY AT 127 East Eighth Street, Cincinnat, O., U. S. A.

Address all communications For the editorial or business departments to THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

ADVEDTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; copy for nts must reach us on or before twenty-fifth of the month. Our terms are cash

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trajalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue del Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co.

The editor cannot undertake to return unsolicited manuscribt: correspondents should be best of the

and made payable to 1 he Billoodara I uo. The dilior cannot underlake to return unsolicited manuscript: correspondents should keep copp.
When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

OCTOBER 1st.

THIS year's Executive Committee of the Associated Bill Posters' Association (to use an expression of one of its members) means business. If the Association is in need of severe and drastic measures, then the course decided upon by the committee at its recent meeting at the Bartholdi Hotel in New York will be beneficial. Two of the solicitors of the Association have been dropped from membership, i. e., Messrs. Gillam & Shaughnessy, of New York, and Mr. Hammond, of Chicago; and several bill posting firms (some in prominent cities) were threatened with expulsion for nonpayment of dues. It would seem that the committee believes that the organization needs a thorough shaking up. Whether it does or not, it looks very much as if it was going to get it.

Ir was also decided that the policy of the committee in the future would be to reduce the number of official solicitors rather than to increase it. Following this policy, the application of several solicit ors were rejected. While there can be no question of the consistency of this course, the wisdom of such a policy is very doubtful. Surely the bill posters of this country want work. The more solicitors of standing and ability which they have, the more work they will obtain. Conse; quently, any movement looking towards the reduction of the number of solicitors is a step in the wrong direction. Still, the committee is consistent, because the association is a close association. If, in of the bill posters

ing this course, aims to afford the solicit- and firmness that characterized their re- Otting's list of boards.

ber of bill posters in the association who believe in encouraging solicitors and increasing the number in existence. These members will give a commission to a recognized, bona fide solicitor, whether it is sanctioned by the association or not. They have done so in the past, and we violate no confidence when we state that they will continue to do so in the future. Especially is this true of opposition cities. The members in such cities, very wisely, are standing in with the solicitors, both official and independent. The action of

the committee has excited considerable

opposition already, but it is not likely

that those who oppose the measure will

unite against them. They will probably

simply be ignored and gradually allowed

to become dead letters.

DURING the past two months we have conducted an experiment in posting. We have placed the paper of three different concerns. One advertising a cigar, auother a rum and the third a chewing gum. The towns posted range in size from 500 inhabitants to 500,000. The results obtained surpassed the wildest expectations of our clients. They were good in large cities, but they were better in the towns, and, strangely enough, best in the villages. In these latter we found the field fallow. No one had posted them to any extent up to our advent, and when the paper went up it stirred things up in a most lively and effectual manner. The results were wonderful. Sales were quadrupled in every instance, and in many per year.

cases increased tenfold, and this despite

poer boards and wretched service.

THIS brings us around to a curious state of affairs. We have discovered in posting villages and the smaller towns that 16 2-3 per cent. commission is not adequate to cover cost of apportionment and distribution. In other words, if a solicitor desired to advertise small towns and villages exclusively; he would have to have 20 or 25 per cent. commission, or else lese money on the contract. Of course, in order to grant a larger commission, prices z.ust be advanced. Fortunately, lowever, the results obtained in the hamlets will admit of an increase in an amount sufficient to give a solicitor a better per centage. Some action of this nature will other words, the members of the associa- have to be adopted before the small towns tion expect protection at the hands of the will ever engage the attention of the midsolicitors, the solicitors are entitled to a . dleman. Until the agents take up the like measure of protection at the hands hamlets, bill posting will languish therein, and service continue to be a reproach to the craft. If the Executive Committee HOWEVER, if the committee, by adopt- will take this matter up with the vigor

ors protection, we fear that their efforts cent session, they will earn the gratitude will prove futile. There are a great num- of advertisers, agents and bill posters

CHICAGO.

Thomas Cusack, vice-president of the Chicago Board of Education and sign advertiser, has brought suit against the Times-Herald for \$50,000 for libel. The suit arises out of a story printed a month ago in the Times-Herald, containing affidavits charging Mr. Cusack, as a member of the School Board, with being in the pay of a book company, and that he had derived profits from the earnings of a blackboard concern.

The Inter-Ocean is responsible for the following:

The West Side Park Commissioners have agreed to act in concert with those of Lincoln Park for the passage of an ordinance prohibiting the erection of large bill boards within 1,000 feet of the approach to any of the parks.

We believe that the public will be found on the side of the commissioners. The parks are pleasure places, but they are pleasure places in which the esthetic sense is educated. Nearly all the colored lithographs or paintings on billboards are inartistic, and many of them are hideously vulgar. The world of trade is with us in quite sufficient degree; it surely may be excluded with "charity to all, with malice to none," from places into which nothing that is not recreative, nothing that is not beautiful, nothing that is formative of correct taste ought to Resides which, the billboards are prolific sources of waste paper that litters the streets and that easily is blown from them into the parks.

Subscribe for THE BILLBOARD, \$1.00

IOHN F. OTTING.

Mr Otting was born in Newport, Ky., in 1850, and has been in the bill posting husiness since 1870. In his youth he Larned the stone cutting business serving the full term of apprenticeship, and postbills at night for his father, G. H.

In 1870, when Mr. Otting first engaged bill posting, there were no boards in Newport, and it is one of his early recolions, that they were so green when they got the first job, the only place they could think of to post on, was the ferry house at the landing, although there were lots of good fences and barns.

The first boards erected in Newport were put up by a circus called "The Big Ten-Cent Tent Show."

Opposition has started in Newport several times, but in each case Mr. Otting has come out first best. In 1885 he ught a half interest in the business from his father, and then bought out the opposition they have had.

Active hustling among the local busiss men has resulted in making the Newport plant very profitable. Each year sees very substantial additions to Mr.

OUR VOTING CONTEST.

Interest in our voting contest is increasing with every month. Mr. Isaac Mouk of Peoria, jumps into the lead with this issue, just topping Mr. Geo. Siebe, of San Francisco, who was on the top last month

The prize is worth striving for. A trip Europe is not given away every day. This, coupled with the fact that the recipient has been commissioned by his fellow-craftsmen in America as the most popular bill poster in America, makes the appointment a most enviable one.

As we announced in our last issue, the meeting of the United Bill Posters' Association of Great Britain takes place in Imblin Ireland, next August.

We will send the most popular bill poster in America to attend. We intend send him in first-class style, paying all his expenses there and return

The only condition we make is that he oust receive the largest number of votes. Each vote must be on the following coupon, clipped from a copy of this

ust be tro, or ited.	The most popular bill poster in America is
OOT. 4 coupor m prior to Nov	and he shou'd be our ambas- sador to the convention of of the British Bill Posters
-Thi voted it wil	

HOW THEY STAND.

The standing of the various contestants up to going to press was as follows, viz:

Isaac Monk	1
Geo. H. Seibe	3 t
Geo. M. Leonard	22
R. C. Campbell	15
	19
Jas. F. O'Melia	14
Jas. A. Curran	3
Edw. A. Stahlbrodt	10
Chas. Vogel	
Al. Bryan	S
Geo. Castner	S
I. Ballard Carroll	7
E. C. Donnelly.	7
Frank Fitzgerald	7
Albert Weber	7
Jas. H. Staats.	
J. J. Flynn	
P. P. Oliver	5
P. F. Schaefer	
John G. Recse	
L. H. Ramsay	

Under our arrangement with the Americau News Company, THE BILLBOARD is supposed to be on sale at all newstands. Patrons unable to secure it will please notify us, giving place and date.

E. C. Barnes, manager of The Southern Bill Posting Co., of Knoxville, Tenn, was recently presented, by his wife, with with a daughter.

Toledo's first and original bill poster. Thomas Doyle, died in that city and was buried September 23d. Mr. Doyle was for 45 years a ruler at the Blade Printing and l'aper company. He was nearly 80 years old, and had only ceased active work about a year and a half ago. Mr. Doyle was the first bill poster in Toledo. He leaves two married daughters

Signs & Sign Painters

Address all communications for this department to R. H. FORGRAVE, Pickerington, Ohio.

NOTES.

When subscribing for THE BILLBOARD please say if you are a sign painter.

RITTROARD reaches more sign painters than any other trade journal of its kind in America. The best sign painters are found among its subscribers.

While newspapers in general have been crying hard times, the trade journals have stood shoulder to shoulder trying to hold up a betterment of the condition of the country. Times are getting better every day, and it is no use for any news paper to deny it. If they would put their shoulder to the wheel, as they ought to do, and not be continually trying to wheedle themselves into politics, hard times would disappear as if by magic. It is the duty of every American citizen, particularly mechanics and laboring men. to make the best of what is set before them. He fails to do his duty when he becomes a calamity howler.

A NEW WAY TO GILD ON GLASS .-The Painters' Magazine says, quoting from a German contemporary: Coat the places to be gilded thinly with a saturated borax solution; lay the gold leaf on this and press down well and uniformly with cotton wool. Now heat the glass over a spirit flame until the borax melts, and allow to cool off. If the glass is to be decorated with gilt letters or designs, paint the places to be gilded with a water glass solution of 40°, lay on the gold leaf and press down uniformly. Then heat the object to 86° Fahr, so that it dries a little; sketch the letters or figures on with a lead pencil, erase the superfluous gold and allow the article to dry completely at a higher temperature.

A SUBSTITUTE FOR TUBE OR FLAKE WHITE.—Take a can of white lead, scrape it out in a can of about twice the size of the can of lead. Fill this with turpentine and mix thoroughly. The white lead, after standing a few days, will settle to the bottom. The turpentine and oil may then be poured off, and the lead used by thinning with turpentine to paint signs on glass. It gives nearly as good satisfaction as flake white and is much

A few inquiries have been received asking for rules for mixing tints suitable for bulletin painting. If the primaries, red, yellow and blue, were ground to the same degree of fineness and made the same hue by different manufacturers, then specific rules might be devised for mixing colors; but as they are not, it is impossible to make a set of rules which will meet all requirements. The following table is based on Masury's colors. If it be desired to make them darker or lighter, light or dark paint should be added in small quantities until the desired hue is attained.

for green, yellow and blue, 1 to 1; for purple, blue and red 2 to 3; for vermilion, red tinted with vellow 15 to 1: for layender white blue and red 8 3 1: for buff, vellow and white, 3 to 1; straw, vellow and white, I to I: fire, vellow and red 2 to 1; gold, vellow and white, 5 to 1; silver, steel and glass, white and black, 10 to 1; marble, white and blue, 20 to 1; pure whie, white and blue, 50 to 1; flesh color, white, blue and red, 50, 1, 5; flesh (sallow), white, vellow and red, 50, 1, 6; lips and cheeks, white and red, 1 to 1; whites of eyes, white and blue, to to 1: black hair, black and red, 2 to 1; brown hair, black, yellow, red, 2, 1, 1: golden hair, black, vellow, white, 1, 5, 3; light hair, black, yellow, white, 1, 1, 3; auburn hair, black and red, 1 to 3; gray hair, black and white, I to 6; black eves, pupil black, iris brown; blue eyes, blue and white, I to I; gray eyes, black and white, I to 5; brown eyes, black and yellow, I to 3; hazel eyes, black, yellow, red, 1, 4, 1; foliage (deep green), green and blue, 3 to 1; foliage (light green) green and yellow, 3 to 1; water (river), white and blue, 6 to 2; water (ocean), white and blue, 6 to 2; sky (no anday), white and blue, r to 1; sky (suuset), white, blue and red, 2, 2, 1; mahogany, black and red, I to S; oak, vellow and whit:, 2 to 1.

For crimson, red tinted with black, 8

IMITATION INDIA INK. - Here is a cheap substitute for India ink, which does about as well as the pure ink: Take common black writing fluid, stir in some finely powdered gun powder; to this mixture add a little gum camphor, cut with alcohol as much as it will cut. It may be reduced with water same as India ink.

The Western Painter says: Turpentine substitutes, as they may be termed, are usually made of a mixture of turpentine, resin spirit and benzoline in varying proportions. Sometimes naptha is added The well-known test of the purity of turpentine, namely, to drop a small quantity on white paper, when it will all evaporate if the turpentine is pure, is not altogether infallable, because some of the substitutes will act in precisely the same manner. Those, however, that are made with resin spirit and petroleum oil in most cases leave a greasy stain behind, which disappears only after some considerable time.

The vehicle with which the pigments are united is of greater consequence than the pigments themselves, although good pigments are essential to good work, the finer they are ground the smoother the work and the more lasting the result.

The question, "How is gold leaf burnished?" is asked nearly every month by some one. Gold leaf is burnished by rubbing with refined raw cotton.

Good size and no varnish is the main ecret of the gilder's art. Rememberthis, the longer the size holds its tack the greater will be the luster of the gold. The ollowing size is the best ever discovered. Gold leaf will never lose its luster on this size: Take I pound of pure drying oil, put it in a metal pot with a cover; slowly add to this, after it has come to almost a. years. In his case, which appears to be

boiling point, 4 ounces of pure gum an extreme, the black will show through to 1; for brown, black and red, 3 to 2; animi; have your animi reduced to a fine powder, and add it little by little until you have it all in; give time to dissolve, continually stirring until it is of the consistency of tar; strain through a piece of silk into a bottle and keep well corked; thin to a working consistency with turps as wanted for use, mixing thoroughly. Nearly all the other sizes will not stand turpentine without destroying the luster.

THE BILLBOARD

As we have said before, it is THE BILL-BOARD'S purpose to make this department superior to anything which has ever been published on sign painting; hence we invite a free and full discussion by our readers of any and all subjects of interest to sign painters. Any description of any new way of doing work, or of any device that facilitates labor, will be thankfully received and published on its merits. We will not publish your name or address if requested not to do so. Now, there is not a reader who has had any experience who is not outo some tricks of the trade which would be valuable to all. A mutual exchange of ideas is the most interesting part of any trade publication. Now come out, boys, and let us make this department a hummer. If you think you cannot write anything that will ap pear well in print, we will, at your request, rewrite it and put it in a presentable shape; so don't let that worry you. Just give us a brief and clear statement in simple language, and we will fix it for you. That's what we are paid for. However, as our space is limited, we would request all to be as pertinent as possible; that is, use the fewest words that will give a clear understanding of what you wish to write about. A great many refuse to write for fear of criticism. We will guarantee our correspondents that no personal criticism or anything of a knock-down character will be printed. BILLBOARD is not published on the "smart alick" plan, but is published for the purpose of getting at the facts connected with each of its various departments.

A NEW WAY TO FIRE OFF OLD PAINT -I have used the following method quite successfully: Thin turpentine with gasoline, and spread it on the o d paint to be burned off; allow a few minutes for the gasoline to evaporate. This leaves a thin coating of turpentine. Touch a match to this, and the paint will become sufficiently soft to take off with a scraper. Better not burn too large a place at a time, as the burned paint will harden some on cooling. This is a more successful way than by using pure turpentine. The thicker the paint the more turpentine and less gasoline required. With a little practice, this mixture may be regulated so that you can burn paint off and have no fer of scorching the wood.

Answers to Correspondents.

Our rule is not to mention the address of correspondents, but in this particular instance we do so for a reason which we herein explain. A sign painter of Cripple Creek, Col., has been having trouble in getting white lead to retain its whiteness on the black roof paint which has been so extensively used within the last few

will become perfectly black and appears as if there had been no white paint used at all. We are sorry that we cannot offer any remedy that will overcome the difficulty; that is, a remedy cheap enough that there will be some profit in the work. Shellack, or any of the alcohol varnishes, will prevent the action of the acids in the asphaltum roof paint from reacting on the white paint, but they are too costly for so large a sign as he wishes to make. We corresponded with seve al painters on the subject, but so far there are none that have overcome the difficulty so that they may insure it in every instance. In fact, we never observed such an extreme case as he mentions. We offered several suggestions, one from personal experience and several from reference, but he says they were failures. Possibly the high altitude of his situation may be partly responsible for the vagery. The roof paint in question is a mixture of asphalt, coal tar, resin oil as d thinned with benzine. This is an important question, as sign painters are frequently called upon to put signs on roofs that are painted with asphaltum paint, and we have never been able, nor have we knowle ige of any nainter who claims to have overcome the

difficulty without using a spirit varnish. After many experiments our correspondent thinks he has succeeded in solving the problem. He first washes the space with a strong solution of blue vitro! and water, claiming that this reacts on the acids in the asphaltum roof paint in such a way as to prevent the black from showing through. Then he uses a heavy mixture of white lead, gloss oil and whiting. He says this gives a beautiful orange. He thinks by washing two or three times with vitrol the white color may be preserved. Another gentleman, to whom I sub-

mitted the question, thinks that to cover the space with water glass solution, then put the white paint on this, will do the work. I also find in an old copy of Painting and Decorating that a Philadelphia painter claims that to give the space to be lettered a flat coat of lampblack, mixed in boiled oil with Japan dryer, will, when the white lead is applied in two heavy coats, hold it secure The difficulty is not because of the black color of the paint, but of the chemical action of the acids in the roof paint on the white lead.

If any of our readers have succeeded in overcoming the difficulty, the sign painting subscribers will feel thankful to them for publishing their method. We also invite a discussion by our exchanges, particularly Painting and Decorating, as it is a very important question to the advertising sign painter, particularly to the western fraternity, as a majority of large roofs west of the Mississippi are covered with this roof paint. Do not confound this alphaltum paint with graphite roof paint. It is frequently sold under the name of graphite paint, but there is not a particle of graphite (black lead) in it. Asphaltum roof paint always carries the smell of coal tar with it, and turpentine

Why we ask for Painting and Decorating's ideas about it is for the reason it is shing a series of articles on advertising sign painting.

Races.

Richwood O Oct 12 to 15 Medford Mass Com Park Oct 12 to 15 Bloomsburg Pa Oct 13 to 16 Morris Park N Y Westchester Racing assn

Expositions.

Nashville, Tenn. 1897. May I to Oct. 31. Ningara Falls N V Pan-American Exposition 1899 R C Hill sec

rS99 R C Hill sec Imaha, Neb. Trans-Mississippi and Interna-tional Exposition, June 1-Nov. 30, 1898

Poultry Shows.

to 15 Thos W Pottage sec
Idependence Mo Jackson Co P Assn Nov 25
to 27 Theo Hewes j Wm Bostasn Sec
Johnstown N Y Adirondack Poultry and Pet
Stock Club Nov 24 to 27 Frank Randall pres

Stock Club Aov. 4, 50-7, H J Quilhot sec Kalamazoo Mich S W Mich P Assn Eec 28 to 31

H A Bridge J C W King sec
Kansas City Mo Mid-Continental P Assn Dec
23 to 30 F M Slutz sec
Kirksville Mo North Mo P and P S Assn Nov
15 to 17 E M Durham sec La Plata Mo
Lanarck Ill N W Ill Poul Assn Jan 3 to 8 G

Lexington Ky Oct 5 to 16
Aberdeen S D State Fair Oct 11 to 16
Medford Mass Oct 13 to 15
Louisville Ky Oct 18 to 20



Our race.

hood. Let us one and all holding as it

were the key which will unlock the flood-

gates of one of the highest ideals of a

business enterprise, seek to strengthen

The International Association of Dis-

tributors is now a successful organization

-an accomplished fact. Its members

have succeeded in establishing themselves

and their association on a firm basis

They have won the appreciation and cor-

fidence of advertisers, and they are now

beginning to reap the reward of their

Last month they made the first pay-

ment under their famous guaranted ser-

vice act. McLaughlin, of Cripple Creek,

while a member of the organization, col-

lected for service which he failed to ren-

der. The Dr. Miles' Medical Co., of

Elkhart, Ind., were the sufferers. They

made claim for the amount of their loss,

and filed same with the secretary, Mr. W.

The matter was promptly inves igated

by the Executive Committee, the loss

properly appraised and the claim ar-

proved. It was paid immediately and in

And now comes the happy termination

of the incident. The Dr Miles Medical

Co., through its vice-president, Mr. E. C.

Beardsley, accepted the reimbursement

for their loss, but in the following grace-

ful letter to the secretary donated a like

H. Steinbrenner, Secretary-Treasurer, Cin-

Dear Sir-We have watched for the past year

tion to lift the business of distributing from the

and place it upon a plane of respectable busi

ness integrity, and congratulate you upon the

act that the progress you have made indicates

are pursuing the right methods.

In evidence of our appreciation of your efforts

to promote honest distribution, we enclose you herewith New York draft for twenty-eight dol-

pliments, which we ask you to accept and de-

vote to the furtherance of the good cause in

In explanation of the seemingly "odd" figures

funded to us by an organization of honorable

temporary (we hope) aberration of one of their

E. C. BEARDSLEY, Vice-President.

form closes Novemb r 25.

With best wishes for your success, believe us.

The Christmas issue of THE BILLBOARD

will be the finest special number we have

ever issued. Out November 28. Last

Yours very truly.

DR. MILES MEDICAL CO.

lars and eighty five cents (\$28.851, with o

hich you are engaged.

that the work is in the right hands and that you

mire and muck of happy-go-lucky dish

with much interest the efforts of your associa-

Elkhart, Ind., October 8, 1897.

amount to the association:

cinnati, Ohio.

H. Steinbrenner.

EDW. B. BRIDGER.

Southern Press Agent.

our ranks with the noblest and best of

Atlanta, Ga., Oct. 6, 1807.

The Power of Organization.

To the thoughtful mind it would seem that the march of civilization emphasizes one very important fact, namely: That as the human race advances toward the higher stratas of civilized life the individual members, which we collectively call mankind, become self-reliant and are more dependent one upon the other. Reasoning further along these lines, we will find that civilization, which really means the permanent adoption of a friendly code of ethics, strengthens, broadens and improves mankind at the slight sacrifice of a few individual rights-As a consequence, men lean one ur o i the other for support.

The foregoing assertion is a brief compendium of philosophic facts. They prove beyond doubt that if the individual rights of any class of men are to be protected, organization is indispensable.

Advertising distributors have in the past few years been lifted from frauds, or secondary makeshifts, to the high position of representative business men. Of course, this position so occupied by distributors can chiefly be attributed to the great interest that the advertisers in general are taking in regard to outdoor publicity. But it has been left to an organization known as the International Association of Distributors to lift this particular branch of outdoor publicity upon a higher plane than ever attained before. Among the many things which this association has done is to bring together into an organization a body of men whose character and honest methods have won merited approval at the hands of the general advertiser, so that to-day the influence it is asserting is a power for good. The convention that was held in July drew together as fine a body of business men as ever assembled, the presence of the representatives of several advertisers clearly demonstrating the fact that the advertisers in general are watching it and its methods. Thus, it behooves every member to bestir himself, so that the incoming year may be one of great benefit to the cause. But is that all? Is there no higher pinnicle to which we may aspire than to simply bestir ourselves? What means this vast conti ent, from the Atlantic to the Pacific, from the lakes to the gulf, with its hundreds of men yet unheard of in the cause of outdoor publicity, and are only waiting for the touch

our publicity all over this broad land? Brethern of the L. A. of D. herein lies the secret power of organization; herein is the glowing fire of fraternal brother-

of friendship's hand, or an encouraging

word ready to launch out and take hold

of the possibilities and opportunities of

making for themselves an honest liveli-

hood as distributors and promoters of out-

letter head gives the names of all the leading advertisers in the United States as patrons. Case does all the railroad work at Fort Wayne, Ind.

Geo. W. Vansyckle made a trip to Chicago recently. Van. got what he went after-money and more work.

W. H. Case, soliciting secretary of the

I. A. D., reports business good. His new

THE BILLBOARD has the largest circulation of all the advertising papers.

Here are a few abstracts from letters that officers of the I. A. D. are receiving almost daily: "I have placed contracts with your Watertown and Appleton, Wis., members, and before many months go by we will have a good big list of I. A. D. members. W. H. S. says that all the boys are satisfied to pay the Dr. Miles claim; that is one reason I am giving your members the preference. I always f el safe to place my work in their hands. H. T. Hayes, General Manager Adv. The Dr. Chase ('o."

"Thanks for sending us the list of distributors, as we intend to place our work with members of a reliable association in all cases where we can. L. E. Pinkham Co., per Hunt." .

"Several of your members lost my work by not answering my letters promptly; most of them are terrible slow. H. T. Hayes, General Manager Adv. Dr. Chase Co., Philadelphia, Pa."

Why members do not answer letters premptly from a possible customer is what I don't understand. Von certainly don't expect traveling agents to stop in one town until it pleases your royal highness to write. There are other distributors, you know, and if you want to make a success you must attend to business. Don't get it into your head that all there is to it is to join the I. A. D., and work will come into your office. It won't; you have to get up and hustle. We recommend and guarantee your service and help you wherever we can; when we have done that, our duty as officers is done. I hope no such complaint will ever be heard again.

J. T. Hudson, of Pittsburg, Pa., has returned from a successful business trip to Detroit, Mich., Toledo and Cleveland. Ohio, and Buffalo, N. Y.

The edition of the Christmas BILL-BOARD will be 15,000 copies.

Use every man with whom you have business as a gentleman until he proves otherwise, then have nothing further to . St. Louis Republic. do with him.

The following matter has recently been distributed in Cincinnati: Merrill. Soule Co., "None-Such Mince Meat," folders: Dr. Kilmer Co., books; Howard Drug and Medical Co., circulars; Lydia Pinkham Mcdical Co., booklets; Dr. Chase Co., Food Cure, circulars; Wells & Richardson, books; A. C. Meyer & Co., pocket memorandum; Emerson Drug Co., memorandum book. Several local houses are doing work through the D. T. Co. messenger boys' service. Enough said.

Cottrill Bound for Klondyke.

Attorney Alexander Young and W. R. Cottrill, the retired bill poster, are making arrangements for a gold mining expedition to Alaska in the spring. They are working upon a scheme which contemplates the mining of the bed of the Yukon river. It is their belief that the bed of that great stream would furnish a more prolific source of gold than any yet discovered in the land of ice and snow. They will not attempt to dredge or shovel up the bottom of the river, as many have proposed, but will go about it in a more thorough and systematic manner.

Their scheme contemplates the construction of a boat equipped with a caisson, modeled after those used in finding bed rock for the foundation of bridge piers. On the presumption that the free gold lies hidden at the bottom of the river in the crevices of the bed rock, the caissons will be sunk at points considered favorable. It is estimated that millions of dollars could be cleaned up in that manner of mining during the summer months. When winter comes the party could pull out of the country and run down to San Francisco with a paltry \$50,000,000 or \$100.000,000 on board.

Mr. Young is of the opinion that the caisson method is the only practicable one for mining in the bed of the Yukon river. All other schemes which have in view the dredging of the river he considers impracticable.

"Dredge boats and sand pumps will not hit the spot," said Mr. Young to a reporter. "In the first place, a dredge boat will not reach bed rock, where the gold is always found in large and paying quantities. A sand pump which sucks up rocks will be of no more avail than the dredge To get at the gold which must lie at the bottom of the Yukon, it is necessary that it be mined as systematically as the claims in the diggings. The caisson which we contemplate using will cover about fifteen sonare feet.

"In some of the mines already worked as much as \$45,000 has been taken out of a shaft about 15 feet square. On the theory that the bed of the Yukon is twice as rich as the adjoining creeks, we would clear about \$100,000 every time that the caisson was sunk to the bed rock.

"When it is considered that all of the creeks emptying into the Yukon contain more or less placer ore, it is very reasonable to suppose that the river, into which ail these creeks empty, flows over a bed of golden ingots. For centuries the adjoining creeks have been pouring their golden store into the river, and the big stream in turn has no doubt sent millions and millions of dollars into the ocean "-

THE BILLBOARD has more paid in advance subscribers among fair managers than all other papers combined.

Advertise in the Christmas edition of THE BILLBOARD.

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a LIST OF FAIRS.

this list is revised and corrected month This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of Charge.

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ALABAMA.

Anniston Calhoun county Fair Nov 9 to 12

ARKANSAS.

Monticello Monticello Fair Oct 13 to 16 J J Whitaker sec Pine Bluff Pine Bluff Fair Oct 10 to 22

CALIFORNIA.

Oct 12 to 20 L Rockman manager FLORIDA.

Lake City Tobacco Fair Oct 27 and 28

GEORGIA.

Atlanta State Fair Pope Brown pres Hawkins-ville Dr Sam Hape sec Lawrenceville Gwinnett county Fair Oct 19 to 22 Maj W E Simmons pres W G McNelley sec Waycross Waycross Fair assn Nov 2 to 6 W

IDAHO.

Boise Inter-Mountain Fair Oct 12 to 17

ILLINOIS.

Carrollton Green county Oct 12 to 15 S E Simpson sec Eldorado Oct 12 to 15 J N Elder pres C M

KENTUCKY.

Greenville Muhlenburg county Fair Assn Oct 12 to 16 Dr T J Slayton pres W L Phillips sec

MARYLAND.

Frederick City The Frederick Fair Oct 19 to 22 Harry C Keefer sec Hagerstown Oct 12 to 15

MISSISSIPPI.

Satchez Natchez Fair assn Nov 15 to 20 Sicksburg West Mississippi Agr society Nov 8 to 13 J A Conway sec

MISSOURI.

Cape Girardean Southeastern District Agr Socy
Oct 12 to 16 E H Engelmann sec

MONTANA. Dillon Fair and Racing assi

NEW MEXICO. Northern New Mexico Fair assu

NEW YORK.

New York City American Institute Fair Sept 20 to Nov 4 Madison Square Garden Mr

NORTH CAROLINA.

Burlington The Alamance Fair Oct — SH Webb sec Webb sec
Fayetteville Cumberland county agr assn Nov
10 to 12 G W Lawrence sec
Maxton Border Exposition Oct 27 to 29 M
McNair pres W B Harker sec
Raleigh State Fair Oct 18 to 23 John Nichols see Bennehan Cameron pres
Rocky Mount Rocky Mount Fair Oct 27 to 29
W S Wilkinson see Richard H Battle pres
Rutherford Oct 27 to 29 D F Morrow see
Shelby Rutherford county Fair Oct 27 to 29
F Morrow see w sec Tobacco Fair Nov 4 to 6

PRNNRYT.VANTA.

Bloomsburg Columbia county Agr society Oct 13 to 16 R W Smith pres J C Brown treas A N Yost sec N Yost see hiladelphia Penn Horticultural society Nov 9 to 13 David Rust see

SOUTH CAROLINA.

Columbia South Carolina A and M Fair Nov S to 12 Cheraw Cheraw Agr Fair Nov 22 to 26 R C Watts pres T S Gregory sec Charleston Oct—

TEXAS.

Beton Bell county fair assn Nov — Ben D
Lee pres I, K Tarver sec
Corsicana Corsicana fair assn Oct 12 to 15 T
B Roberts pres T D Hightower sec
Dallas State Fair and Expo Oct 16 to 31 I, M
Knepfly pres Sydney Smith sec and mgr J B
Adone treas. Adone treas.

Jouston Fruit Flower and Vegetable Festiva I

Dec 6 to 1t

Sew Braunfels Comal county fair assn. Oct

or Nov H Landa pres F Simon sec

icto.ia Southwest Texas fair Nov 2 to 5

D Heaton pres L N Hofer sec

VIRGINIA.

Lynchburg Oct 12 to 15

Miamisburg O Miami P Assn Dec 1 to 6 H A Bridge J Oliver L Dosch sec Milford N H Milford P and P S Assn Jan 10 to 12 W D Sargeut sec Milford Mass Norfolk Co Poul Assn Dec 14 to

17 W H Pyne secy Moline III Western III P and P S Asfn Nov 23

to 27 Chas F Kammerer sec Rock Island III
Mt Ayr Iowa Rinegold Co P Assn. Nov 24 to 26
W S Russell j W E Burleigh sec
Nashville Tenn Tennessee Poultry Pigeon and
Pet Stock Assn. Jan 11 to 15
J M Honkins sec
New Haven Conn New Haven Poultry Assn
Dec 20 '87 to Jan 1 '98
N D Forbes sec Montowese Conn

Dec 20 '87 to Jan 1 '98 N D Fordes see monto-wese Conn
New London Conn Eastern Connecticut P Assn Dec 1s to 18 Chas B Smith acting sec
Northville Mich Northville Fancy Poul Assn Dec 5 to 11 A D Brooks see
North Adams Mass Hoosac Valley P and P S
Assn Dec 1 to 4 A G Nichols cor see
Oakland Cal Pacific Poultry and Pigeon Assn
Dec 9 to 14 1897 Frank Seed see San Francisco
Oneon'a N Y Oneonta P and P S Assn Nov 30
to Dec 2 Arthur J Relevea cor see

Oneon'a N Y Oneonta P and P S Assn Nov 30 to Dec 3 Arthur J Relvea cor sec
Ottawa Kan Franklin Co P Assn Dec 30 to Jan 4 John C Snyder j Mrs D F Heiser sec
Ottumwa Ia Des Moines Valley Poul Assn Dec 17 to 24 C W Wixey secy
Owensboro Ky Owensboro Poul Show Dec 29 to Jan 1 Hugh A Gilbert sec
Oxford O Oxford Poultry Assn Nov 23 to 26 Henry D Gath sec
Palmyra III Palmyra H Club Dec 21 to 24 F W Hitchcock j S A Rigg sec
Paola Kan Miami Co P Assn Dec 8 to 12 J W Wale j E E Johnson sec Ansonia Conn Ansonia Pand PAssn Jan 26 to 20 G A Hill sec Ashley O Ashlev Pand PS Assn Nov 22 to 26 H A Rridge j R C Sipe sec Asheville N C Jan, 4 to 7 1898 F E Hege sec Raleigh N S
Amesbury Mass
Amesbury Poultry and Pet
Stock Assn Nov 30 to Dec 3 M H Sands seey
Ashland O Ashland Co P Assn Dec 22 to 25 H
A Mykrantz sec
Auburn Neb Nemaha Valley P Assn Nov 30 to
Dec 3 Rhodes J L L Alspaugh sec
Bloomington III Bloomington P Assn Dec 14 to
18 B N Pierce J J D Shipley corsec Normal III
Bluffiton O onsolidated P Assn Feb 1 to 5 H
A Bridge J D J Kohli sec
Boston Mass Jan 17 to 21 A R Sharp supt
Taunton Mass

Paola Kan Miami Co P Assn Dec 8 to 12 J W
Wale j E E Johnson sec
Parsons Kas Parsons and S E P Assn Dec 7 to
10 B N Pierce J J R Alexander sec
Peabody Mass Essex County Poul Assn Jan

Peabony Mass Essex County Four Assin Jan 5 to 8
Peoria Ills Peoria Feathered Stock Assin Jan 4 to 8 Dr J Oglesbev Gable sec Peoria Ill
Peoria Ill Peoria P and P Assin Jan 4 to 8 Geo
O Brown j T A Godel sec
Pittsburgh Pa Pittsburgh Fanciers Club Jan
10 to 15 W F Barclay sec 1520 Fifth ave
Princeton Ill Central Illinois P Assin Dec 20 to
25 A C Best sec Taunton Mass Buffalo N Y Erie Co P Breeders' Assn Jan 3 to 8 E C Pease sec Hamburgh N Y
Canton O Canton P Assn Jan 4 to 7 F H Shella-barger j Wm Friedman sec
Cedar Rapids Ia Linn o P Assn Jan 10 to 15
B N Pierce J Chas H Playter sec
Charlotte N C Charlotte Poul Assn Jan 12 to 15

est sec wu Ill Rock River p Assu Dec 7 to rophetstown III Rock River p Assii Dec 7 to 11 W W Mover sec rovidence R I Rhode Island P Assii Dec 8 to 11 H S Babcock secy W M Barringer sec Chicago III National Fanciers' Assn Jan 24 to 29 Chas S Weaver sec 100 Washington street Cleveland O Northern O P and P S Assn Dec 6 OVIUENCE T. ANOME STATEMENT OF THE STATEMENT OF T to 12 F R Hunt sec Clinton Mo S W Mo P Assn Dec 14 to 17 W H

Rochester N Y Rochester P P & P S Assn Jan to to 15 John J Beveridge sec 88 Lowell street Rochester N Y Rochester Fanciers Club Dec 20 to 2: J F Tallinger sec Rockford III Northern Illinois P Assn Jan to to 15 McClave J A H Currier sec Sacramento Cal California State Poultry and Kennell Assn Dec 1 to 5 1897 Matt Coffey sec Sacramento

Talbert sec
Coulterville Ill Egyptian Passn Dec 14 to 16
Samuel Eyre sec
Dallas Tex Dallas P P and P S Assn Dec 7 to 12 Datlas Tex Dallas P P and P S Assn Dec 7 to 11
H M Skelton sec
Davenport Ia Eastern Iowa A P and P S Assn
Jan 17 to 20 V B Voss sec
Danbury Conn Danbury and Bethel P Assn
Dec S to 11 F Bowman sec
Detroit Mich Michigan State P and P Assn Jan
3 to V F W McKeuzie sec Concord Mich
Dixon III Rock River Valley Poultry Assn
14 to 18 Shellabarger J F W Fargo sec
Elmira N Y Dec 6 to 11 E W Andrews sec
Elmira N Y Dec 6 to 11 E W Andrews sec

Kennell Assn Dec 1 to 5 1897 Matt Coffey see Sacramento
Sandusky O Associated Fanciers Assn Dec 21 to 24 E G Rogers see
San Jose Cal Santa Clara Valley Poultry and Kennel Club Nov 22 to 27 1897 C R Harker see Santa Ana Cal Orange County Poultry Assn Dec 1897 Mrs Flora McFadden see Santa Ana Sedgewick Kas Harvey Co Poultry Assn Dec 6 to 11 W M Congdon see C H Rhodes J Seneca Falls N Y Seneca Poultry and Pigeon Seymour Conn Seymour P and P Assn Dec 22 to 25 H D Hendrick see Shelton Conn Assn Nov 29 to Dec 2 Fred Hobel see Shelby N C Dec 7 to 10 F J Marshall and F E Hege judges R L Simmons see
Spartanburg S C Piedmont Poul Assn Dec 15 to 19 Geo H Northrup and F I Marshall judges B W Getsinger see
Springfield O Springfield Fanciers Assn Dec

Elmira N Y Dec 6 to 11 E W Andrews see Erie Pa Northwestern P and Pet Stock assn Dec 28 to Jan 1 A E Blethan see Fall River Mass Dec 1 to 4 H S Winslow see Fayetteville Ark Jan 20 to 24 John C Snyder judge J W Butler see Fitchburg Mass Fitchburg P and P S Assn Dec

Filenburg Mass Fitchburg P and P S Assn Dec 25 to 21 J D Brown sec Geneseo III Eeneseo Poultry Show Jan 3 to 7 W S Russell J Wm G Warnock sec Glasco Kan Cloud Co Poul Assn Dec 27 to 29 M E Potts sec Glasco Kan Cloud Co Poul Assn Dec 27 to 29 M E Potts sec Gloucester Mass Cape Ann Poul Assn Jan 11 to 15 F H Abbott sec Grand Ridge III Grand Ridge Poul Assn Dec 28 to 31 L W Robinson secy Guthrie Okla Oklahoma State Show Assn Jan 3 to 6 H B Savage j L F Laverty sec Hackensack N J Hackensack Bantam Show Dec 8 to 10 John A Gamewell sec Hamilton Va Old Dominion P and P Assn of Loudoum Co Nov 2 and 3 R J N Reed sec Hartford Conn Jan 10 to 15 Geo P Merritt sec P O box 789 Haverbill Mass Merrinack Valley Poultry Assn Dec 28 to 30 Geo H Greenman sec Henry III Illinois Valley P Assn Jan 31 to Feb 3 B N Pierce judge A G Humphrey sec Indianapolis Ind Indiana State P Assn Jan 10 to 15 Thos W Pottage Sec Co P Assn Nov 26 to 19 Geo H Northupana.

B W Getsinger see

Springfield O Springfield Fanciers Assn Dec
28 to Jan r Chas-McClave j W H Holmes see

St Louis Mo St Louis Fanciers' Assn Dec 13 to
18 J H Ahrens see Butterfield and Bridge J

Sturgis Mich Sturgis P and P Assn Dec 20 to 25

St Johnsbury Vt. Vermont P and P S Assn Jan it Johnsbury Vt Vermont P and P S Assu jan 25 to 28 F M Ranney sec acoma Wash Tacoma P Assu Dec 26 to 31

Tacoma Wash Tacoma P Assn Dec 20 to 31 Stephen Holbrooke sec Titusville Pa The Titusville Poultry Assn Dec 14 to 17 C M Hayes sec Topeka Kas Western Pigeon Club Dec 14 to 21 F M Gilbert J M F Hankla sec Toronto Canada Toronto P P and P S Assn Dec 16 to 20 R Durston sec 42 Austin ave Troy N Y Hudson Valley P P and P S Assn Dec 40 to 15 Warren T Lord sec Waco Tex Texas State Poultry Assn Dec 28 to 31 Felch Owen and Savage judges R A Carwithere sec

ers sec
) Tex H P Savage and A P Miller judges
v to to 12 S K Ltrecker sec
Mass Ware P and P S Assn Jan 5 to 7 Nov 10 to 12 SK Ltrecker sec Ware Mass Ware Pand P S Assn Jan 5 to 7 W H Rivers sec Washington C H O Southern O P Assn Jan 11 to 15 W R Dalbey sec to 15 W R Daibey sec
Vest Chester Pa West Chester P and P Assn
Dec 15 to 18 G O Brown and A E Warner judges
F D Reid sec

F D Reid sec ita Kan Associated Fanciers of the Arkan-Valley Dec 8 to 11 Theo Hewes j J R Lanarck III NW III Poul Assn Jan 3 to 8 G
W Sword see
Lansing Mich Central Mich P Assn Dec 20 to
25 H A Bridge j Chas A Crane-see
Leavenworth Kas Nov 24 to 26 T W Southard j
H C Short see
Lebanon Mo Laclede Co P Assn Nov 20 to Dec
4 F W Hitchcock J Geo H Hinds see
Lenox Mass Berkshire Co P P and P S Assn
Jan II to 13 L H Peters see
Liucoln III Logan Co P P and P S Assn Dec 21
to 24 A B Shaner j F A Hickman see
Lisbon O Beaver Falls Poul Assn Jan 25 to 28
Seth P Scott see
Little Rock Ark Arkansas Poultry Assn Dec 1
to 4 H B Savage j W H Westbrook see Fi. e
Bluff Ark

Dutton see Wilkesbarre P P and P S Assn Dec 27 to Jan 1 F S Kirkhuff see Winslow III Dec 6 to 11 Nenia O S W Ohio Poul Assn Jan 19 to 24 A G Spahr see

Dog Shows.

Brooklyn N Y Metropolitan Kennel Clubs Thanksgiving week G M Carnochan see pro wton N C Eastern Field Trials Club Nov 15 SC Bradley sec wtucket RI Rhode Island Poultry Associa-tion's Dog Show Dec 8 to 11 F Otto supt

Horse Shows.

Bluff Ark
Logansport Ind North Central Ind Pand PS
Assin Jan 1940 25 S D Brandt sec
Los Angeles Cal Los Angeles Co Poultry Assin
Jan 10to 16 Henry W Kruckeberg ser
Louisville Ky Kenucky State P Assin Jan 10 to
15 H A Bridge J Y Bicknell JJ J R Mount sec
Lagrange Ky
Mansfield O Mansfield P P and P S Assin Dec
29 to Jan 1 C W Elz sec cago Ill Coliseum Nov 2 to 13 veland O Central Armory Nov 2 to 6 JB Perkins manager New York City Nov 15 to 20 Entries close Oct 23 _aeeee399999999999a. convenctons,

Fetes, Celebrations, Etc.

Under this heading we publish free of harge the dates of all notable events, which

Baltiomore Md Supreme Council of Chosen Friends 3d Tuesday Sept 1899 S K Waguar supreme see Phila Pa Boston Mass American Poultry Assn July 18 1898 Boston Mass Sovereign Grand Lodge I U O F

[%]

on Mass New England Sportsmen's Exhi-on March 14 to 26 sec 216 Washington st ton on Mass Ancient Order Hibernians July

Nov 3 Chattanooga Tenu National Educational Assu Feb 1898

Feb 1898
Chicago, Ill. National Association Moulding and Picture Frame Manufacturers. Dec 15, Chicago Ill First Church of Christs Scientists Ndv 14 and 15
Chicago Illinois Agr Fair Coliseum November
Cincinnati O Catholic Knights of Ohio 1898
James A Dailey sec Toledo O
Cincinnati O Grand Council R A M Sept 27

Cincinnati O Grand Council K A M Sept 27, 1898
Cincinnati O Rational Embalmers' Assn 1898
Cincinnati O Supreme Council Ancient Accepted Scottish Rites Sept 20 1898
Cincinnati O Beta Theta Pi Fraternity Anaual Convention July 1898
Cincinnati O National Laundrymen's Assn 1898
H W Stoer see Cleveland O

Cincinnati O National Laundrymen's Assi 1898
H W Stoer sec Cleveland O
Cincinnati O National Encampment G A R
Cincinnati O Grand Court Ohio Foresters 1898
Cincinnati O Brotherhood of Locomotive Firemen Jan 21 J V Reynolds sec Cleveland O
Cleveland O Brewmasters' National Assi Sept

1898
Columbus O Welsh Eisteddfod Jan 1 1898
Columbus O International meeting Farmers'
Institutes Oct 27 and 25
Cynthiana Ky National Fox Hunters' Assn
Nov 15 F J Hagau see
Dayton O Southern Diocese of Ohio Convention
Bishop Vincent Cincinnati chairman Dates
not set

not set Detroit Mich American Society of Civil En-

Detroit Mich. American Society of Civil Engineers July 1898
Evansville Ind. State Y M C A. Nov 4 to 7
Grand Rapids Mich. Railroad Master Blacksmitht's National Convention. 2nd Tuesday.
Sept 1898. D D Garrabrant see Atchison Kas.
Harrisburg Pa Patrons of Husbandry. Nov 10to 20 Intributing to Indianapolis Ind Conclave of the Supreme Lodge K of P August 25 1898 Indianapolis Ind Convention of Christian

Church s Oct 14 to 21
ndianapolis Ind Convention Improved Order Indianapolis Ind Convention Improved Order of Red Men Sept. 1898 Indianapolis Ind National Laymen's Conven-tion M E Church Oct. 1898 Indianapolis Ind National Convention Epworth

League 1899
Kansas City Mo Colored Baptists Sept 1898
Kansas City Mo American National Baptist

Convention

Milwaukee Wis Army of the Tennessee Oct
27 and 28

Milwaukee Wis National Builders' Assn Feb
1 1898 Wm H Sayward see Boston

Milwaukee Wis Episcopal Church Missionary
Council Oct 19 to 21

Mt Clemens Mich Convention of Gas Men May

19 to 21 1898 New York City Commercial Travelers' Fair February 28 to March 5, 1808 Alfred Chasseaud manager Omaha Neb National Road Parliament 1898 Orlando Fla National Good Roads Congress

Feb 2 1898
Paducah Ky Eclectic Medical Assn Nov 16 to 17
Peoria Ill Annual meeting Grand Lodge K of P Oct 19 to 22 Philadelphia Pa German American Journalists'

Philadelphia Pa German American Journalists' Assin Date not decided Philadelphia Pa National Convention Master House Painters and Decorators of the United States Feb 12 to 14 1898 Philadelphia Pa National Assin of Agricultural Impliments and and Vehicle Menufacturers

lelphia Pa New England Cotton Manufacturers Association Oct 27 and 28
Pittsburg Pa Grand encampment of Knights
Templars 2d Tuesday in Oct 1898 W B Melish Fr Junior Warden
Fr Junior Warden
Pattsburg Pa National Brick Manufacturers
Feb 1898 T A Randall sec Indianapolis Ind
Richmond Ind National Conference of Friends

Aug 1898
Rochester N Y W C T U Nov first week
San Francisco Cal Northern Baptist Conve 1899
Syracuse N Y Semi-Centennial Oct 11 to 17
1898
Toronto Can World Processing Syracuse No. 1898

23 to 26
To edo O Letter Carriers' National Con 1898
Toronto Can Canada W C T U Convention Oct

Toronto Can Canada w C 1 C Convention 20 to 23 Washington D C National Convention Spiritualists Oct 19 to 21 Washington D C National Board of Trade

Dec 14
Wheeling W Va Reunion of the Society of the Army of West Virginia 1898
Williamsport Pa Union Veterans Legion 2nd Wednesday Oct 1898

LECCERS EDICOR.

(Inder this heading the publisher's invite a free and full discussion of any and all matters of interest to advertisers. bill posters, distributors, sign painters and Fair managers, when couched in courteous language. Of course we do not necessarily endorse the views and opinions of our correspondents.

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Indianapolis, Ind., October 16, 1897.

Cincinnati, O. Dear Sir-Please insert the enclosed ad in my usual space in BILLEOARD, and kindly give it as us location as possible. Get it in Octo-

ness is excellent with me and much work contracted for the future. In fact, it is keeping us all on the constant hustle to make room for

We have just completed distributing 40,000 samples of Polar Bear Tobacco, 30,000 folders of "None-Such New England Mince Meat," 30,000 Lydia Pinkham's : ooklets, 30,000 Paine's Celery Compound booklets, 9,000 Butterick Pattern sheets, 10,000 folders for Dr. Carter & Co. (local). etc. In our ad, on another page, will be foun an article showing what is thought of our service by Messrs. Luhrman & Wilburn, manufacturers of Polar Bear Tobacco, Circ muati, O.

house-to-house distribution here, and the work s being very nicely done; do not know who is doing it, although we believe it is their own agent. Allen's Fool-Zase is again being very poorly sampled the samples being thrown on the porches and stoops, the work being done by

The fight between the bill posters on the board at Alabama and FortWayne avenues is still on, as we notice a Snyder's Catsup stand, Lea & Perrin's Sauce 8-sheet and a number of other ruined with blank paper. Bill posting seems to be on the increase, the boards being about full at all times

VANSYCKLE ADVERTISING CO.

Hillsboro, Tenn., October 10, 1897. Editor THE BILLBOARD,

Dear Sir-We will try and write a few lines for your valuable paper and let the people know what we are doing down in Tennes

our boards are kept covered with paper all the time, and we have been compelled to build new have had on our boards for the past thirty days 50 3-sheets of Ivory Soap, 68 sheets of Ayer's Pills, 100 sheets of Old Virginia Cheroots, 100 sheets of Lenox Soap, 200 sheets of Thiel County Fair, 200 sheets of gents' furnishing goods, 50 3-sheets of Texas State Fair and 50 fair hangers Forepaugh and Sells Brothers are going to use

We are expecting a shipment of distributing from Dr. Miles' Medical Co.

We will send copy for ad in Xmas number in a few days. Hoping you much success, we are Very Respectfully,
PHILLIPS BROS., Bill Posters.

San Francisco, Cal., October 7, 1897. Editor THE BILLBOARD,

Dear Sir-In addition to owning the largest plant in San Francisco and controlling Oakland and Alameda county, we have now added th following towns, where we shall conduct the ing and painted sign business

Sausalito, population 1,100; Mill Valley, 1.500; San Rafael, 300; Ross Valley, 1,600; Ignacia, 500; Petaluma, 3,700; Santa Rosa, 6,000; Fulton, 400; Gevserville, 500; Cloverdale, 800; Pieta, 400; Hopland, 750; Ukiah, 1,700; Napa, 4,500; Vallejo, 7,500; Beniola, 2,400; Port Costa, 750; Martinez,

feet high and have already received some ver-Oakland and Alameda county is simply wonderful, both in painted signs and bill posting, and we keep constantly eight carpenters employed ilding feuces to keep up with the demand for Respectfully yours,

SIEBE & GREEN.

THE BILLBOARD

Rockville, Ind., September 30, 1897. Editor THE BILLBOARD,

Dear Sir-I have been reading your valuable paper for a long time, and I read everything of

In a recent issue of your valuable yaper you had an article on "Village Bill Posting," which was very interesting. I will tell my fellow bill posters how I run my plant and make money. First, I get all new boards in good locations

and. give an advertiser what he pays you for; if it be thirty days' showing, give it to him; do not cover it up until it is dead. If a circus comes along and offers you more money for the space the advertiser has and his paper is alive, do not say, "Well, his paper has been up long enough, so you can cover his paper" There are lots of money. I get ou! a monthly bulletin, and I am at present getting out a Parke county directory, with the names of every person in the county, the town they live in, their rating and their o cupation. Every bill poster can work up a good business if there is any hustle to him. If a village bill poster wants to build up a good bus!ness, let him give what he contracts for

nit it is very hard to get bill posting for the smaller towns. I want to say here that went up and stayed up until it was dead, and if every village bill poster would do the same way it would not be long until advertisers would have confidence in village bill posters. But just as long as they keep giving poor work they will be looking for a job with some one ring circus

est important thing for a bill poster to do is to give an advertiser what he pays for.

I will let any man visit my billboards after he has had his paper posted, and he will find every sheet of it up. There is something about board that all bill posters don't think alike about—that s the location of a board. I have my boards located in the town of Rockville, and I find most all my space is full. I have seven big boards on each road leading to the city. These boards are seen by more people than all my boards up in town. These boards are at the edge of town, and I believe a bill poster will find that he will get better results by putting his boards at the edge of any town, so the farmers can see them. I have been getting out a bulletin and distributing them when business was a little slack.

Rockville, Ind., has a population of 2,500, and is in one of the best counties in the state. I am the only bill poster in the county, and I have work all the time. I make every town in the ity, and do bill posting, distributing and sign tacking, and am able to give an advertiser

ood work and get his paper up quick.

I have my boards all full this month with Buffalo Bill's Wild West, McMurtry & Butler (local), E. S Bernbeck (local), A. Herze, Terre Haute: Simmond's Liver Regulator, Cabbage Leaves Cigars, Santa Barona, and a lot of local

Well. I have told you about all I can for this time. Hoping all village bill posters will do good work and be successful. Yours respectfully,

EMMETT LITTLETON.

City and Suburban Bill Poster and Distributor.

Peru, Ind., September 30, 1897.

Editor THE BILLBOARD.

Cincinnati, O.

Dear Sir—Your favor of the 29th inst., enclosing check in payment for posting the Davy Crockett Cigar paper, at hand. Many thanks for your promptness in paying same. Business ing in Peru this fall, more local paper on our boards than ever before. Peru is enjoyin one of the greatest oil booms in the history of the country. Hotels and boarding houses are crowded to overflow with strangers, and there seems to be no end to money ready to be in-

I have added 340 feet of new billboards to my plant, besides fifteen eight-sheet and twenty-five three-sheet boards, and I think I am safe in saying that Peru has got more good billboards and more centrally located than any town of equal size (9.500) in Indiana. Thanking you for the highly complimentary letter and your patronage, I beg to remain

vested in oil plants, and property is commanding

CHAS. W. STUTESMAN. P. S.- I haven't received the September number of THE BILLBOARD to date. I feel lost

Kenosha, Wis.; October 4, 1897. Editor THE BILLBOARD.

Dear Sir-The past month has been a very sucessful one, but, taking all in all, I have no kick coming on the whole summer, having almost continually worked day and night. This month I have Milwaukee Exposition for a large show ing best of the season: Girl from Paris Cigar oke), Davy Crocket Cigar (Bil Durham Tobacco (local), Gotham Hat (local), (local), Wolff Clothing, Racine (Tiede), Uncle Jerry Pancake Flour, Windsor Band Concert (local), Dr. Pierce's Remedies (Hoke), second

concerned I don't know it. I get everything in electric road will be in operation in a few weeks. As soon as I have my posting done I shall get after our local merchants and touch them up for fall advertising. I have a trunk full of good No. 1 Donaldson samples, but have been so busy that I have never had a chance to push such a good thing as they are.

Hoping BILLBOARD may live forever, I am Yours in "Paste," "Brudder Ike."

Winona, Minn., October 3, 1897. Editor THE BILLBOARD, Cincinnati, O.

report in regard to business done here the past two months. I have done a great deal of posting and distributing. Have posted as follows: For Liggett & Myers, 50 8-sheets; National Cigarette and Tobacco Co., of New York, 20 8-sheets; Geo. R. Newell Co., Minneapolis, 300 1-sheets; Krohn. Feiss & Co., Cincinnati, 25 12-sheet stands; Haas Bros., Cincinnati, 10 12-sheet stands, 30 3-sheets: stands: Philharmonic Society (city), 75 3-sheets. Grocers' Excursion, 250 1-sheets: Lyuch & Henry 2-sheets; Winona Street Fair, 300 sheets: H. H. Lee (city), 24 8-sheets; M. Jacoli, 60 1-sheets; Bicycle Race, 320 1-sheets; Singer Manufacturing Co., 3 8-sheets; R. A. Gernes, 42 1-sheets. Hauer & Flick, 10 8-sheets: F. E. Gartside, 25 3-sheets; Mrs. F. Brandt, 50 1-sh La X Fair, 60 1-sheets: Minnesota State Fair. 3-sheets: manager opera house, 2,761 sheets: Santanelli, 295 sheets; McMahon Bros' circus, 503 sheets. Distributed also for new furniture house, this city 200 circulary. house, this city, 300 circulars; Jackson & Rade-macher, city, 4,000 circulars; Cream of Wheat

Co. Minneapolis, several thousand. ing month is bringing more work, as I have already several contracts on hand.

Yours truly,

Joliet, Ill., October 18, 1897. Editor THE BILLBOARD,

Thanking you for space, I remain

wish to publish him as he deserves.

Cincinnati O

scription—Height 5 feet 5 inches, weight 165 pounds. He pretends to be a member of the G. A. R., and wears the button. He came here to give an entertainment for the relief corps, "The Spy of Chattanooga." He collected all the money he could obtain from tickets and skipped. leaving three weeks' board bill for him and his son, all advertising, bill posting and several other bills unpaid. He was a fraud, and we

> Yours truly,
> DeLong & Biederman, Bill Posters, 303 North Joliet St.

Mr. Louis Heilbroner, of Fort Wayne, Ind., has taken charge of the biil board surrounding the court house square in that city, for Mr. S. C Lumbard, and will soon Lave a choice array of artistic paintings and advertising legends covering the

Subscribe now. THE BILLBOARD one vear—one dollar.

Charley Orange, while fixing a billboard in the north end of town, fall from his ladder. In falling his right hand caught on a broken board, badly lacerating the flesh.-Olympia (Wash.) News.

THE ADVERTISING MAN

You may talk about your editors who sit in easy

And try to run the whole concern and put on lots of airs,

seem to make the people think it's what they have to say That keeps the business on the move and makes the paper pay;

But don't you ever think it, for the whole truth The editor's not in it with that huge conceit

For there's only one essential in the whole

Success depends alone upon the advertising man

The men who edit manuscripts and write the funny stuff Within the little fields they fill may answer well

enough; sporting and dramatic men and small fry

such as those gobble all the passes and who visit all the

And likewise, too, the poets who insist they

The simple things they have to say in blind and halting verse, They, one and all, have understood since papers

first began That they were mere assistants to the advertis-

Tis true the advertising man has naught to do but talk,

Yet he's the one who, after all, permits the ghost to walk, For, while the editors their pens in trashy stuff

engage, He toils on something worth the while—the advertising page, And if you'll but investigate sufficiently you'll

He works more men and hours than the others

To him belongs the victor's crown-this brave Keen, money-getting, business-booming, adver-

-Boston Traveler

Advertise in THE BILLBOARD Christmas number. Mailed free to ten thousand advertisers.

P. B. Oliver, of Findlay, Ohio, accompanied by his wife and daughter left October 11th for a tour of the great lakes. They will go as far as Duluth stopping enroute at Toledo, Detroit, Macinac and Sault Ste Marie

ENGLAND.

While several more or less ambitions spirits in the United States have been dreaming about a combine or bid posting trust in the United States, an enterprising Englishman, by the name of Robert Youde, has gone ahead and acquired possession of every important plant in the United Kingdom. He now owns absolutely every plant (with few exceptions) in England, Ireland, Scotland and Wales, under the caption of "Youde's Limited," completely controls all the bill posting in the British Isles. In order to make his hold the more secure, Mr. Youde has also acquired control of the famous printing house of David Allen & Sons, of Belfast, London, Harrow and Manchester, including all their premises, machinery, stock, etc. Mr. J. J. Bennell, formerly editor of the Bill Poster, is secretary of Youde's Limited, which in America would be termed a corporation or big stock company.

OUR NEW CHRISTMAS POSTERS FOR RETAIL MERCHANTS ARE NOW READY.

We are a little bit late with them this year. The delay could not be avoided. We have been so busy with Theatrical, Fair, Poultry Show and Bench Show Posters, that we could not take up our Holiday Posters until fully two months later than usual. But, though belated, they are beauties. They will sell on sight. SAMPLES FREE TO BILL POSTERS. Write for them now. Almost any merchant will advertise for the Holiday Trade. Now is the time to get them started on the boards.

The Donaldson Litho. Co., CINCINNATI, O.

Jointed Magnetic Hammers

Just the thing for Card Tackers.

The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work upligh—away above the reach of mischievous kids.

Donaldson Lith. Co.,
Cincinnati, O.
DRAR SIRS: I received from
you a few daysage a Magnetic
Hammer in good condition I
have used the same and find
it to be the finest article for

putting up signs that I have ever used. Yours truly, FLEISCHMANN & CO. Gardner, Ma W. P. BULLARD, Agt.

Enables you to give your ente first-class permanent PRICES:

42-in handles, 8 sections, DONALDSON LITHO CO. Sole Agents, CINCINNATI.

CASH MUST ACCOMPANY ORDER. NONE SENT C.O.D.

Bill Posters' Paste Brushes. Jointed Paste Brush Handles

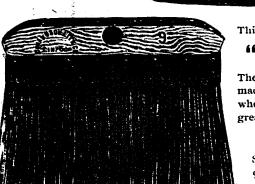
This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

SAVES CLIMBING.

30-ir. handles, 2 mections, \$2.00

THE DONALDSON BRUSH

9 inch, 2.75 each. 10 inch, 3.00 each.



This is our celebrated "UNEXCELLED"

The Best Paste Brush made. Popular everywhere on account of its great durability.

PRICES.

8 inch, \$2.75 each. 9 inch, 3.co each.

The Donaldson Litho. Co., Cincinnati.

Made Expressly For

Traveling Advertising Agents.

Will fit inside of a bill trunk. Great convenience HANDY. DURABLE. STRONG, RIGID.

7 feet. 2 sections. - - \$1.25 10½ feet. 3 sections, - \$1.75

Donaldson Litho. Co. CINCINNATI.

Remit with order. None sent C.O.D.

The WAUKESHA Bill Posting Co.

CHAS. G. MEVIS. MGR.

Post, Distribute, Tack, or do any kind of Out-Door Advertising anywhere in Waukesha County.

Room 2, 521 Main Street, WAUKESHA, WIS. P. O. Box 505.

WANTED, TO BUY

Bill Posting Plant in a town of 25,000 to 50,000 inhabitants.

Address, F. J. McCLURE, 523 Trumbull St., Detroit, Mich.

Oswego, N. Y. F. E. Munroe,

Wilmington, North Carolina.

Thos. P. Day & Co., Bill Posters and Distribute Hillsboro, Texas.

Phillips Bros., City Bill Posters and Distrib

Kansas City, Mo. and her suburbs Combined population 300,000. 60,000 pieces does it all Send the matter to the MIDLAND ADVERTISING CO. (member I. A. of D.), Jos. REID, Manager, 617 Grand Ave , Kansas City, Mo.

OREGON SIGN CO.

Bill Posters. Distributors and Sign Paint ers Box 374, Oregon City, Oregon. 1997

The W. D. Husted Advertising Co.

Town and BILL POSTERS.

Distributors, Bulletin Sign Painting, Out door Advertising of every description

Office: 67 Main Street. MANSFIELD, TIOGA CO., PA. NE OWN OR CONTROL ALL BOARDS AND POSTING

Mattapan, Mass. D. L. Cushing

BRANTFORD. CAN.

POP. 17.000. Chas M. Smith & Co., Bill Posters and Dis-tributors, own and control 20,000 feet of boards. Resignle distribution.

Jacksonville, III. 807 S. Main St.

HOWLAND Advertising Sign Co., Rome, N Y.

Pittsburg, Pa. Pop. 500,000.

Established IS2.
The "TWIN CITIES" Distributing Agency, DISTRIBUTORS,
Office 6, Sixth St. Branch, ALLEGHENY.
J. T. HUDSON, Manager.

Chicago, Ills. J. A. CLOUGH.

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service

Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

woodland, cal.

Wm. Burke, member of and recommended by U S. Dist. Bu eau

MANSFIELD.

The leading town in the "Northern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

ATTENTION BILL POSTERS.

especially in the small towns. Send us your best rates for thirty days, guaranteed and protected service, (no lists-our traveling men inspect our work,) and amount of paper you can handle to advantage. We pay cash, and we pay promptly. Address:

HAAS BROS.,

BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

ONE OF MANY

UNSOLICITED LETTERS RECEIVED BY

Steinbrenner's Distributing Service.

Would Like Co Do Your

Distributing.

Binghampton, N. Y, October 10th, 1-y/.

W. H. STEINBRENNER,
Room 620, No. 519 Main Street, Cincinnati, O.

Dear Sir:—Referring to the distribution of advertising matter, which you recently made for us in your city, we would say that we are highly gratified with the results. Reports from all dealers show that the work was extraordinarily well done. All who had goods on hand at the time of the dis ribution, report greatly increased sales, and tho se who did not have the goods in stock, have since placed them, in order to fill the increasing demand. We shall take great pleasure in recommending your services to any advertiser desiring results in your city.

Thanking you for past favors and trusting we may favor you with another distribution at an early date, we are,

M. B. P.

Yours very truly,

Dictated by W. D. Redington,

DR. KILMER & CO.

•9938886666ee

W. H. STEINBRENNER. Manager,

Room 609. Lincoln Inn Court, No. 519 MAIN STREET.

CINCINNATI. O.

HOWARD N. HOLSHOUSER. City Bill Poster and Advertising Agent.

l Control All Bill Boards in Town, And Guarantee Honest Work.

COVINGTON, TENN.

WASHINGTON, D. C. . POPULATION, 250,000. Sampling, Distributing, Sign Tacking,

> WORK GUARANTEED..... TRIAL ORDER SOLICITED.

Wright's Distributing Service,

GEO. WRIGHT, Manager.

432 10th STREET, N. W.

ORIEN L. ROARK, Greenville, Ky. BILL POSTER AND DISTRIBUTOR.

Prompt and Honest Service. Low Rates.

We Are Sending Out: { 12-SHEETS, 3x4
3-SHEETS AND 1-SHEETS.
Advertising our Davy Crocket Cigar. We want to hear from bill posters,

215 RACE STREET, CINCINNATI.

The English counterpart of THE

ECONOMY

IS THE ROAD TO WEALTH."

was true, it has long since passed away. Cer-

money is by spending it—spending it wisely.

Money spent in labor saving machinery is wisely spent. Spending money in this wise is making money. Our Paste Mixers will make more and better paste with less flour and labor

THEY ARE MONEY MAKERS.

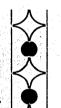
Bill Posters:

If you have not received our samples of Pictorial Posters, write for same at once, and we will forward same Free of Charge. You can sell them to your merchants and make a commission. Every bill poster should keep our catalogue in his office, it gives prices on all kinds and sizes of posters.



Hennegan & Co.,

Poster...



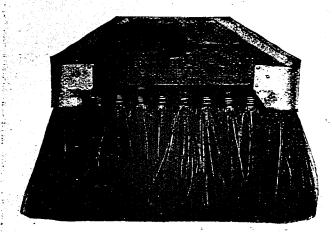


719-721 Sycamore Street, Cincinnati, Ohio.

JAKE GOLDSMITH.

Excelsion! Excelsion! FIVE STANDS

YOU ARE LOOKING FOR THIS.



QUAKER CITY, No. 10. 9-inch.

\$2.50 Each.

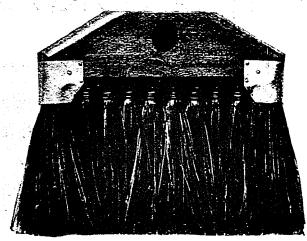
\$24.00 per dozen.

Also the No. 19, 9-inch Extra-Extra, made VERY full and especially adapted to Circus work. \$39.00 per dozen.

Give us a trial order, and you will use no other. Sent C. O. D. to all parts.

The most satisfactory Bill Posters' Paste Brush

Made only of PURE RUSSIAN BRISTLES, therefore WILL hold the most paste. Ask the leading Bill Posters of the United States and Canada as to the wearing qualities.



Excelsion No. 10. Extra 9-inch. \$3.00 Each. \$30.00 per dozen.

ELDER & JENKS, Makers, 127 North Fifth St., PHILADELPHIA, U.S. A.

PHILADELPHIA, U.S. A.

Sole Western Agents, THE DONALDSON LITHO. CO., Cincinnati, Ohio.

TRENTON. New Jersey The Trenton Bill Posting Co.

Owrs all Billboards in the city and suburbs. Population 70,000 I guarantee the value of all Bill Posting and Distributing. WM. R. WILLIAMSON, Manager

Kansas City, Mo. Pop. 300.000.

Midiand Advertising Co., Joseph Reid, Mgr Distributing, Tacaing. Reliable Men only All towns in Jackson and Wyandutte Uss. Mem International Ass'n of Distributors.

THE MANHATTAN PRESS-CLIPPING BUREAU.

NEW YORK.

ARTHUR CASSOT, Manager. Knickerbocker Building.

No. 2 West 14th St., New York. Supplies press clippings for Trade Journals, and on all subjects. Best facilities. Hon. CHAUNCEY M. DEPEW is one of our regular patrons,

Hon. CALVIN S. BRICE: You have the best facilities of anyone in the field in your business.

STERETT Show Printing Co., San Francisco, Cal.

Tucson, Ariz 2,000 ft. of boards WM.REID, Box. 148, 2di

City Bill Poster and Distributor, Press Clippings L. A. DANJELS. SANTA CRUZ, CAL.

POPULATION 8.000. Member International Bill Posters Association of United States and Canada.

MANNING, S. C.

Distributor. T. M. Young, Manager. P.O.

Waukon, la. Wm. S. Hart & Co. Pop. 3,000. Control all space, including Opera House and Fair Grounds. Goot work anywhere in N. E. Iowa auly

Fort Wayne City Bill Posting Co.

Theatrical and ('ity Bill Posters, Distributing and Advertising Agents, Work promptly and properly executed. FURT WAYNE, IND. C. B. Woodworth.

FAYETTEVILLE, N. C. Hawkins Bros. Bill Posters and Distributors. Lock Box 170.

Jackson, Ga., C. A. Henderson & Co. Member I. A. of D., advertising agents, Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Flanilia, Macon, Forsyth and Barnesville, includes popula-tion of 175,000.

MILFORD, MASS. Pop. 9,000. E. R. N. gu., Dis ributor. 337 Main St.

Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for particulars.

N. E. Newspaper Bureau. 146 Franklin St., Boston.

Aurora, Ilis. B. MARVIN. Bill Poster and Distributor. Circuit, 16 towns. Pop. 60,000.

STAVANGER, MINN, Ole Holm, Bill Poster and Distributor, n97

MEMPHIS, TENN. Van Beuren & Co., Bill Posters and Distributers, 224 Second street.

Scranton, Pa. 654 Deacon. J. H. Beltz, member I. A of D., samples put out, circulars distributed, signs nailed up. Work is guaranteed. 200,000 people in Lackawanua County.

LIMA, OHIO. Pop. 20,000. W. C. firrill, City Bill Poster and Distri-buter. Work promptly done.

WILL CREATE AS MUCH BUSINESS IN A SMALL CITY AS THEY WILL IF BURIED IN A LARGE ONE.

NOON BILL POSTING CO... MARBLEHEAD, MASS.

Peru, Ind. Chas. W. Stutesman

Allen's Press Clipping Bureau

Offices, Rooms 3-4-5-6-7, 510 Montgomery St., San Francisco; Union Block, Portland, Ore.; 105 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico.

LORAIN, O. P. J. SMITH. Bill Poster and Distributor. 3196th St. n97

CITY BILL POSTING CO... HARRY B. BUSSING, Manager. NORWALK, CONN.

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

C.F.Bangasser&Co.

CITY BILL POSTERS AND DISTRIBUTORS, Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38 MCMINNVILLE, OREGON.

Oakland, Cal.

Belasco & Co., Bill Posters and Painted

Southern Press Clipping Bureau. Atlanta, Ga.

Newspaper Press Clippings for Trade Papers, Manufacturers and Advertisers. Also list of names for circularizing.

Butte, Mont. W. E. Kendrick,
Bill poster and sign advertiser. P. O. box
202.

HIGGINSVILLE, MO. Pop. 5,000 The Greatest Country on Earth.

RIGG BROS.,

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

Blancy, Wm. E., Expert Ad Writer, Station T, Boston, Mass.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents,
Work promtly and properly executed.
C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

Santa Fe, N. M. A. M. Dettelbach. Bill Poster, Tacker and Distributor for Santa Fe, Tacs and Rio Arriba Co's. n97

YIRGINIA.

GOLDSMITH BROS JOS. M. GOLDSMITH. 🚜

OPERA HOUSE MANAGERS AND CITY BILL POSTERS.

FREDERICKSBURG, VIRGINIA.

Population 6,000. Drawing Population 50,000.

Best Boards, Best Stock, Best Localities, and most important of all, Best of References. Only Licensed Bill Posters, Distributors and General Out-Door Advertisers.

Playing Cards and

Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc.

New Designs Every Month. Largest Factory in U. S. 185 Clark Street, CHICAGO, ILL.

Automatic Game Devices at Lowest Prices. ૽૽૽૽૽૽ૺ૽૽૽૽ૺ૽૽૽૽૽૽૽૽

The Christmas Billboard, 1897. During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1st, next. It will consist of 56 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for specified position.

LARGER ADVERTISEMENTS. LITHOGRAPHED PAGES. Whole page \$50.00
Half page 27.50
Quarter page 50.00
Eighth page 80
Double page center, in 8 colors 200.00
Double page center, in 8 colors 300.00

JOHN T. WILLIAMS Material for trade and class papers, addresses for the catalogues, booklets and printed matter of business houses, personal mentions,

Manager Northwest Bill Posting and Advertising Co., 346 MORRISON STREET,

PORTLAND, OREGON.

Member I. A. D. and P. C. B. P. A.

Population 90,000.

Established 1868.



VANCOUVER, WASH.

Licensed Theatrical and Commercial Bill Poster.
Card Tacking and Distributing a Specialty.
All Work Guaranteed. Population, 5,000.

Meridian, Miss., L. L. Hoffer, city bill poster and distribu-tor. 47

Bill Posting, Sign Tacking and Circular Distributing done Satisfactorily or Money Refunded. Write for Terms.

A. J. BLACK, Summitville, Ind.

R W. STORRS,

De Funiak Springs, Fla. Can cover all West Florida outside of Peasacola in any manner desired.

ACCOUNTICS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Asso ciations, together with original inquiries and investigations. The most eminent accountants are contributors.

SCIENCE OF ACCOUNTS. ART OF BOOK-KEEPING.

> ACCOUNTICS answers questions in higher accounting and book-keeping practice; contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. KITTREDGE. Subscription One Dollar a year.

Accountics' Association, WOOL EXCHANGE, NEW YORK.

PAULDING, OHIO.

Carlisle. Ind. Sullivan Co., R. J. Chilcote, Distributor.

WANTED, AGENTS, to sell our elegant MADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

Novelty Department.

WILLIAMSPORT. PENN'A

THE CLIPPING BUREAU

We read practically all the

daily and weekly newspa-

pers of the country, receiving them direct from the publishers and cutting out

interest to our clients at

on any subject selected at

Material for trade and

articles for speeches, lec-

uary notices, advertise-

ments, etc., etc.
Sending you clippings
from our New York and
Chicago offices direct, if so

can get clippings to you

more fresh than those fur-

Write for further data

desired, as well as from our

main office in Boston, we

and prices, which are the

THE NEW ENGLAND

NEWSPAPER BUREAU,

146 Franklin St., Boston

reesesses

any bureau in existence.

lowest, work considered, of

tures, sermons, books, obit-

ments, etc., etc.

nished by others.

your order.

All the latest literature

those items of designated

KEEPS YOU POSTED.

CINCINNATI, OHIO

Bill Posters' Push Cart.

Great for small towns and short routes in cities. This style of cart enjoys great favor among the bill posters of England, where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles It is equipped with paper bin, paste tank and water tank. The tanks are lined with zinc, and the one which contains the water is provided with a fauset.

They are beautifully painted, substantially built. Will last a lifetime, and I sell them at the pt enomenally low price of at the pt enomenally low price of a No extra charge for painting firm name on the sides.

Bill Posters' Ponv Cart.

Light strong and durable. This vehicle is bound to find favor. It is the handlest thing imaginable. Has paste tank, water tank, etc. and we furnish complete for the remarkably low price of

Bill Posters' Wagons.

We make them in almost infinite variety. We have them with shafts and with poles, th and without tops in fact in every style imaginable. This is one we make in three es, at the following prices, viz:

JOHN H. MICHAEL,

Manufacturer Bill Posters' Vehicles,

225, 227, 229 East 8th St, CINCINNATI, O.

A-\$90.00. B-\$100.00.

SETTER BROS. & CO. GOLLINS GENTER, NEW YORK.

We sell GOOD

ENGRAVING BLOCKS

Cheaper than any other firm on earth. By GOOD Engraving Blocks we mean blocks that are in every way strictly high-grade and firstclass in every respect. We have sold over 100,000 of these blocks in the past five years, and our trade is increasing at such a rate that we expect to sell as many more in the next twelve months. That is the best testimonial we can offer of the quality of our blocks.

REGLET.

Type Stock Material for Small Wood Cut Work.

BLACK BOARDS. BULLETIN BOARDS. LITHOGRAPH BOARDS,

AND PASTE BOARDS

LUMBER.

DON'T FORGET THE ADDRESS;

SETTER BROS. & CO. COLLINS CENTER, NEW YORK.



Delaware, O. G. D. McGuire. City Bill Poster and Distributor.

ESTABLISHED 1876.

◆ CHARLES W. YORK, ← Bill Poster and Distributor.

HAVERHILL, MASS.

make a specialty of Distributing.

Reference if required. ¶97

Po'keepsie, N.Y. 24 Mechanic St. M. F. Sprenger, The Honest King Bill Pos-ter and Dist ibutor.

LATEST SPIRITUALISTIC SENSATION SECRET and APPARATUS for Raising an ORDIN
ARY TABLE. Can be performed with greatest as
on STAGE or PARLOR. Any one possessing this sigparatus and explanation may cause any Table, in any
room, to move about and Davice ar will. Can be dom
anywhere, with alevers rolled up, as performed by Musi
ANNA EVA FAV. This Illumin is marvelons, and can
not be deveted sont manual. Anna Eva - Fav. This Illusion is misrvelous, and car not be detected, sent prepaid on receipt of \$0 Cent BENJ. J. MUTSCHLER & CO. Dealers & Importers in Magical Apparatuse

Charleston, W. Va. Pop. 15.000 E. H. Carwithen. Distributor. Satisfaction guaranteed. Six adjoining towns. 197

Box 525, Chicago, Send stamp for catalog of Tricks in Magic & Illu

Grand Rapids, Mich. George M. Leonard, Reliable Distribute



YOUR PORTRAIT.

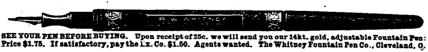
We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio

FRANK M. DEUEL.

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR. 187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population, 15,000.



1891. "Everything comes to him who hustles while he waits." 1897.

Prompt personal

OUT-DOOR ADVERTISING The only exclu-IN ALL ITS BRANCHES.

W. H. CASE, MANAGER. 24 NORTH MINER STREET. FORT WAYNE, IND. | | | | 97



BELVIDERE, ILLS.

Fred. Wiffin, Bili Poster, 312 Caswill 31, 55;

Best facilities for distributing, sampling, sign tacking—card, tin or steel. Population, 500,000 Dwellings, 85,000. Member I. A. of D. Office, N. W. Cor. Mount & McHenry Sts.,

BALTIMORE, MD.

TROY, ILL.

F. C. Gates. Bill Poster and Distributor. Reference furnished.

HENRY C.

ADVERTISING

PATERSON, N. J.

ADVERTISING MANAGERS:

Do you know that New Hampshire will be the Mecca of thousands of well-to-do people, during the coming hot months. They go there to while away the time, to be comfortable and have no cares.

What

One Man Said

About Our

Distributing.

Have You got Anything to Call their Attention to, while they are idle.

Strike while the Iron is Hot!

We can reach all these people. Send us your booklets, samples, or circu-

D.J Lefebyre Adv. Co. RELIABLE DISTRIBUTORS.

Manchester, N. H. Keep Our Address For Future Reference.

W. E. Patton, Corinth, Miss, Bill Poster and Distributor. Reference furnished. Box 164.

The Office Paper

Mailed free to all mentioning this advertisement BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce

and Manufacturing
To read RUSINESS is a liberal commercial
education in itself.
The office of RUSINESS is to be in every office. Monthly, \$2 a year. Address

BUSINESS PUBLISHING CO. 17 Astor Place, New York.

TERRE HAUTE, IND. James M. Dishon, Distributing, 29 South

CHILLICOTHE, ILL.
CHARVAT BILL POSTING CO. HENRY CHARVAT, Manager.
Seven Cities Covered. Population, 12 000

Chillicothe, Mo. Z. B. Myers, Owns all bill boards. Tacking, Distribut-ing and Bill Posting done satisfactory or no pay. Write him.

Correspondence Solicited.

Atlanta, Ga. 124 Haynes St.

Wm. Peden. Advertising Distributed, Signs tacked up in this and adjoining coun-ties, \$1 00 per 1000 and up.

Laconia, N. H. Pop. 15,000. Folsom Opera House, brive g Para and show Grounds J. F. Harriman, Manager Owns all boards in the city and suburbs.

BANGOR Me. and Neighboring Cities. Pop. 40,000.

in-tributor and sign Painter, reliable ter-vice at bottom rates. Write me for eati-mates. E. A. Campbell, 17 Park St. 187

DENVER, COLO.

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and tolorado prings. Population of Denver, 165,000; Puebl & 40.000; Colorado Springs, Colorado ity and Manitou. 20,000.

C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Racks. Lowest prices. Always on time. No mistakes. 155 Washington Street, Chicago.

MILFORD, MASS.

Population, 10,000. W. E. Cheney, City Bill Foster, Dutributor. 82 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city Baggage and accuery truck express. fe-12

Cincinnati, O., Oct. 15th, 1897. To Whom It May Concern-To Whom It May Concern— The Vansyckle Advertising Co., Indianapolis, Ind., distributed for us 40,000 samples "Polar Bear" Tobacco. The work was reported very satisfactory, and to anyone in want of good service in Indianapolis, we can cheerfully recommend Mr. Geo. W. Vansyckle. Yours truly, LUHRMAN & WILBERN. Per Wilbern.

If it suited one, it will suit another. That's vous

Vansyckle Adv. Co.

INDIANAPOLIS, IND.

Mfrs. "Polar Bear" Tobacco.

"One Moment Please."

'Mr. Manager!"

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho.

OUR artists are expert and up-to-date. WE do bill posting, distributing and

WE own 20,000 feet of space, honesty, energy, experience and World's Fair

OUR boards, stock, labor and prices are

O. K.
WE have no alleys, back fences, "charlie boxes," boys or "bums."
WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move." McCall, Ad Writer, Saratoga N. Y.

C. M. Smith & Co., Brantford. Canada.

Population of City 17,000. County 50,000. Country 5,000,000.

Rutland, Vt., M. Kingsley, Owns and controls all biliboards. Address 48 West St., Rutland, Vt.

In offering the services of the

United Press News Bureau

We beg to announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices

With a carefully trained force of proficient readers

And have an exchange list that thoroughly covers every section of the United State and Canada. We feel no hesitancy in asserting

that we can fill any order entrusted to us. Service equal to the best at a

price as low as the lowest.

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we harge from the start.

> We solicit your patronage. Respectfully,

United Press News Bureau

134 Van Buren St., Chicago.

Evansville, Ind. 75,000, Licensed Evansville Bill Pos ing and Distributing to. Sole Bill Posters and Distributors, n97

LARAMIE, WYO.

H. E Root, Mgr. Opera House and City bill poster and distributor (liet), 150 3d St. 197

Sam W. Hoke

TELEPHONE CONNECTION.

I WANT TO HEAR FROM EVERY BILL POSTER IN AMERICA, AND AT ONCE.

I am now busy with the following orders: ---30,000 8-sheets, 20,000 3-sheets, 10,000 1-sheets, and 3,000

20,000 8-sheets, 20,000 3-sheets, and 30,000 1-sheets for another advertiser.

A Half-Million quarter-sheets for another advertiser.

20,000 4-sheets and 5,000 8-sheets for another.

50,000 8-sheets and 100,000 1-sheets, for another.

5,000 8-sheets and 5,000 12-sheets for another.

24-sheets for one advertiser.

45,000 1-sheets for two other articles.

(I had expected to give names of the above advertisers, but some of them objected to having their plans made public in advance.)

Heretofore I have rarely asked for information from bill posters in very small towns, but I am having so many calls for villages of Five Hundred, One Thousand, and up, that I now want to hear from everybody that does bill posting.

Let me know the present population of YOUR town, and a statement of the number and sizes of the billboards and daubs that you may have, AND YOUR PRICES.

Sam.W. Hoke

Long-Distance Bill Poster,

107 W. 28th St., New York.

Telephone Connection.

No matter how implicit the instructions

bill is sent in.

Vol. IX., Nc. 10.

CINCINNATI, NOVEMBER 1, 1897.

THE BILLBOARD

If the bill poster does his full duty, and

sends prompt notice of the date posting

begins, the advertiser immediately sends

a salesman, or force of salesmen, to that

town or city and loads up the trade with

Returns are fine, and the bill poster

the goods.

WAR!!!

At Paterson, N. J., Ended.

Pratt Leaves the Field Entirely and O'Mealia Sells Out to the Gude-Munson-Lowden People.

The following special dispatch was received as we were about to go to press:

Editor The Billboard, Cincinnati.

The bill poster war at Paterson, Passaic and Rutherford, N. J., was called off November I, when Mr. Sam Pratt left the field entirely and Mr. O'Mealia sold his interest to the Gude-Munson-Lowden people.- O'Mealia retains a small amount of stock in the surviving company, which is incorporated as the Paterson Bill Posting, Advertising and Sign Painting Co. The officers are: O. J. Gude, president; Wm. B. Lowden, vice-president; F E. Fitch, secretary and treasurer.

The Board of Directors for the first year are O J. Gude, Harry Munson, F. E. Fitch Charles J. Hicks and William B. Lowden. The New Jersey Bill Posting Co., the name assumed by Pratt & O'Mealia's establishment, ceases to exist, all its plant being absorbed by the stronger concern.

The above telegram confirms our belief that the "open" association is not a long way off. Here we have an officer of both associations joining hands. If Munson can be a member of the A. B. P. A. from Paterson, why not from New York, where he has the ideal plant of America?

THE NECESSITY FOR MORE SYSTEM.

. by Sam w. hoke.

It is strange how difficult it is to secure necessary information from some bill posters—good bill posters, at that.

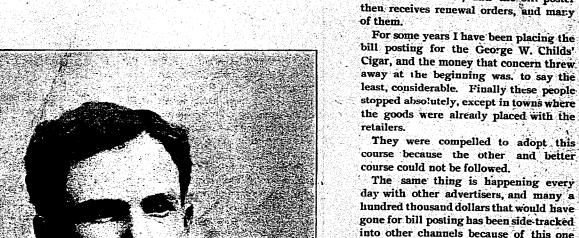
In numerous instances nothing can be learned until the month is up, when the

are that may accompany the order and town and push the sale of the goods. But thing else in its stead, and probably

the paper, the work is done in the usual still there is no answer. Then I telegraph, way. I have repeatedly sent out orders that specified that the paper was to be bunched, only to be told at the end of the month that the bill poster thought it advisable to thoroughly scatter. Then I have sent orders not to duplicate, and receive a list showing a hundred posters on a dozen locations.

and about this time comes a bill and list. showing that the disp ay is just about expiring, and hoping that the exceptionally fine work given will secure him (the bill poster) a renewal order

I show this to the advertiser, and he throws up his hands and countermands all other posting orders.

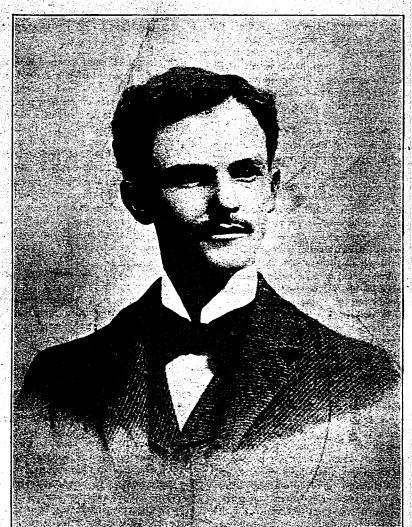


I heard a story the other day about a new pastor that had just been installed in a good and prosperous church. He preached his first sermon, and took occasion to roundly denounce gambling of all kinds, including stock gambling. At the close of the sermon one of the elders took him to one side and warned him that he must be careful not to touch upon stock gambling, for one of their most liberal members was a Board of Trade stock broker. Next Sunday the preacher

exhorted against the sin of drunkenness and at the close of the service another elder warned him that Brother So-and-So occasionally took a social glass too much; but the brother was a liberal giver and it was better that nothing be done to woundhis feelings. This continued for some weeks, when finally the preacher called a meeting of the elders and asked them if there was any particularsin that he could preach against without treading upon the toes of some member of the congregation. The elders considered the matter for some time, and one of them got up and said: "I'll tell you what you do; preach against Mormonism; give them Now, I am not preaching against Mor-Why? The posting has been done, monism; I don't believe a single reader and done well, as investigation proves. of this publication is a Mormon. What Then why is not the advertiser satisfied? Because advertising is intended as a

I preach against are crying evils in the bill posting business, and if my remarks are read by any offenders I hope they will mend their ways. They may get hot in the collar for the time being, but I am not to blame for that.

The shoe is intended for all



W. C. TIRRILL.

means toward selling goods. The time to

get the retailer to buy goods is when the

advertising is being done. And no matter

how we I an article is advertised, if the

retail trade has not got it in stock when

called for the consumer will buy some

But worse than all this, is the inability to get any kind of information as to when the posting is to begin. I send out orders with instructions to notify me promptly on the day the posting begins. A week later I write to know if the paper has been posted. I receive no reply. In the meantime the advertiser is anxiously waiting to know when the posting is to begin, so he can send salesmen to the



DEFENSE D'AFFICHER.

ROBERT YOUDE, BILL POSTER.

'Under the above title the following article (condensed for THE BILLBOARD) appeared in *The Rialto* of October 2.

The Rialto is a weekly paper published in London, England. A cursory examination would indicate that it was a dirty, disreputable, blackmailing sheet, without any excuse for existence:

Robert Youde is an undischarged bankrupt. He is, therefore, as every rightminded investor will at once perceive, the very man to inaugurate and carry out a gigantic financial scheme, the figures of which are intended to run into some two millions of money. We a ways like to see a man get on, and by enterprise and hard work put away a competence for the comfort of his declining years; but we cannot help recognizing the fact that some men are anxious to make money too rapidly, and, for Mr. Youde's own good, we would ask him whether he is not at present laying bimself open to the charge of belonging to that class.

Mr. Youde, then, appears to have been for some time past in league with a Mr. I. J. Bennell, who until recently, we believe, occupied the past of secretary to the Bill Posters' Association. In this position Mr. Bennell was able to amass a large amount of information as to the status of the numerous bill posting businesses throughout the country, and it is this knowledge which places him in a situation from which he is calculated to materially benefit both himself and the ambitious Youde. Mr. Bennell is also desirous of sudden wealth, and we have it on excellent authority that, unless he manages to pull this scheme through, a number of his creditors are likely to go unpaid. We are sorry for his creditors, but we must do what we can to nip in the bud their chances of receiving their deserts through the agency of the Robert Youde Bill Posting syndicate.

This syndicate is to have a capital of \$500,000, and its object is "to provide funds for the acquisition of existing bill posting businesses and the establ shment of similar businesses in the United Kingdom, with a view to the transfer thereof to an intended company called 'Robert Youde, L't'd." In other words, the scheme is to acquire a monopoly of the bill posting of the country. That is, doubtless, a legitimate object enough, and might be worth the attention of investors if fathered by responsible people and carried out on reasonable, not to say equitable, lines. But Mr. Youde, in his capacity as "Governing Director," takes the entire management of the syndicate into his own hands, and it is laid down in the prospectus, which is being privately circulated, that "all moneys that may be advanced by this syndicate will be under the control of Mr. Youde." Poor Mrs. Youde seems to be excluded from the

Bill posters all over the country have

been deluged during the past month with circulars from Mr. Youde, all setting forth in glowing terms the advantages to be derived by a sale of their business to him, and even hinting at dire results to those who do not see their way to fall in with his terms of purchase. In a circular dated September I he says: "I shall be glad to hear if you are willing to dispose of your business. It is important, if the matter is entertained, that you should decide at once, as all negotiations will cease on September 30, and after that date I shall not entertain the question of purchasing anybody."

On September 27 Mr. Youde anounced, also by circluar, that he was prepared to correspond with any firm naving a genuine business to dispose of, and to enter into an agreement with the owner to give him an option to purchase such business on or before December 31. 1808. As one consideration for the granting of this option, he expressed his willingness not to start in opposition to the firm with whom the agreement might be made for a period of twenty one years, so that should he fail to complete the purchase he could not enter into opposition. "Outside this option," he adds, 'I will not be bound against starting at any place I think fit."

It will be seen that Mr. Youde is in principle an autocrat and a coercionist of the deepest dye. He is a man, too, we imagine, of much resourcefulness and of sanguine temperament, the latter being a quality which we are loth to dash. But we would, in all good humor, suggest to Mr Youde and Mr. Bennell that they are playing it rather low down when they begin to frighten tradesmen into selling their businesses under threat of extinction, for this is clearly the meaning hidden away in the honeved words of the circular. Translated into plain English, Mr. Youde's proposal is this: "Give me an option to buy your business or I, with gigantic resources behind me, will enter into competition with you and starve you

Under conditions of this sort nervous owners may easily be led into parting with their business at quite inadequate prices, but we would exhort them to take heart, for our own opinion is that Mr. Youde has overreached himself, and, in vulgar but expressive American parlance, has bitten off more than he can chew. We have numerous cards to play before we trump the final trick of Mr. Youde's little game, but we think that, on the whole, we will rest for the present.

We may have something to say also with regard to the fact of Mr. Youde having secured the entire printing business, to zether with the premises, works, plant and machinery of David Allen & Sons, Limited, the pictorial poster printers and designers, and with reference to the s ate of that firm's business during the past year.

He tells us that he will issue his prospectus to the public before long. We shall be pleased to see it and to compare it with that at present before us. And the great company is to come not later than February next. The mountain is indeed in labor, and we look with curiosity for the mouse.

We do not know how an article like the above will be received in England, but after reading it an American investor would simply remark: "They haven't been greased."

CHICAGO.

Gunning's Fence Not Liked.—How an Unbiased (?) Newspaper Views it.

Criticism has been heaped upon the treasury department of the United States by property holders and leaseholders across from the site of the new post office for permitting the erection of a rectangle of show signs that completely inclose the grounds. These stands, which are twelve feet in height, obstruct pedestrians by their position at the street line, and interfere with traffic in the four thoroughfares. The temporary structure, whose existence depends on the length of time consumed in completing the public buildings, is also said to detract considerably from the surrounding architecture by its ungainliness.

Secretary Gage's assistants are accused of hurrying the bids through with undue has'e, and not making specifications to cover the building of a fence and the use it might be put to. Architect Cobb let the contracts according to law to the lowest bidder—McArthur Brothers Company. The company was instructed to go ahead with the work, a specification being made on the building of a fence that would keep spectators from interfering with the work of the men engaged on the grounds.

McArthur Brothers, with the opportunity of realizing on the stands, were able to take chances on the amount asked for the excavating. Just as soon as the contract was turned over to them, R. J. Gunning & Co. were instructed to put up the fence and use it for advertising. This same firm made use of the dismantled old buildings until no place was left by the destruction of the contractors for their stands. For the privilege of leasing spaces on the big fence, Gunning & Co. are said to have paid a considerable sum to McArthur Brothers Company.

In putting up the stands the show firm builds them so substantially that they are advertised to last five years, if that length of time should be consumed in building the postoffice. The displays are to be as varied as a vaudeville program. This is one of the objections which are raised against the "fence" by the Great Northern Hotel Company, the Union League club and Kinsley's. Patrons of the hos-

We may have something to say also telry, members of the club and frequenters of the restaurants will be haunted by the continuous show of some corset advertisement or soap allurement.

As the stands do not exceed twelve feet in height, they are said not to violate the fire ordinance. Should a conflagration take place in the immediate neighborhood of the block, the fire department would be greatly hampered by the structure. Fire Marshall Swenie will investigate the system on the grounds that a fire within the square during the construction buildings of the could not be reached from the street. The tearing down of the stands in the emergency would consume valuable time, during which thousands of dollars worth of property might be consumed.

On all sides of the rectangle persons are compelled to walk in the street. In Adams street a temporary sidewalk two feet wide has been built, but this will not accommodate the crowds of people at any time during the day. Pedestrians in Jack on boulevard are compelled to walk on the asphalt pavement at the risk of being run over by bicycles and other vehicles. In Dearborn and Clark streets the danger of being hurt is increased by the presence of the cars.

"That fence is extremely ungainly," said President Thomas B. Bryan of the Union League club. "A structure of some kind is needed, but I think that half that height would do."

W. S. Eden, of the Great Northern, has an objection to make against the progressiveness of the contractors in operating the trip hammers all night and disturbing the guests.

Manager Brown, of Kinsley's restaurant was loud and vehement in his complaints against the structure of show signs. He declared that they would so completely block the south side of the street that the business of the house wou'd be interfered with.

Henry Ives Cobb, the architect, contended that McArthur Brothers Company could dispose of the space as they saw fit. He admitted that a fence had been stipulated for in the contract, but that its dimensions were not specified.

"McArthur Brothers' Company made the lowest bid for the work," said he, "and were according to law entitled to the work. The contractor who overlooked the opportunity to re-lease the fence when he bid for the contract made a big mistake. Here was an opportunity for the successful candidate to realize a little if he had not hoped to make any money out of the actual work on the ground"

Sixty spaces have been arranged for in the square fence. There are sixteen on both the Clark and Dearborn sides and fourteeu on the others. While the government gave little chance for McArthur Brothers to realize on the excavating and other work, the contracting firm is said to have arranged for the greater part of the profits of Gunning. Spaces are secured at \$2 a running foot. This amounts to \$50 a month for the allotted squares of twenty-five feet. For a year the gross receipts will aggregate \$36,000 on the complete structure.—Chicago Chronicle.

Subscribe for THE BILLBOARD now in order to secure the beautiful Christmas edition at the regular rate.



HOUSE-TO-HOUSE DISTRIB-UTING.

BY JOSEPH REID.

(President of the Inte: national Association of Distributors.)

You frequently hear it said that distributing and circular advertising are of no good, and are an absolute waste of money. I believe this continued crying down of circular advertising has led many advertisers to believe this talk; in fact, I know it to be the case in my town. They refer to the papers and tell me they reach the people best through that medium: yet in this city within the last four months the newspapers have tacked up over 30,000 signs giving their facilities for advertising your goods. Yet the merchant so often fails to see the point, and goes on giving the newspaper man \$500 a page for his paper-one issue-that reaches only 30,000 or less of the city's population, when the same amount expended in distributing would give him six distributions of 60,000 circulars or packets, reaching a'so the other 30,000 families that never see the paper.

I will admit that much advertising matter is wasted, destroyed and otherwise lost. I know it; yet this is largely the fault of the advertiser. He is so often found hunting the cheap man, which always means the man that seldom puts the matter all out: if he does, he puts it out in the original bundles-under bridges and sidewalks, in sewers, and more frequently into the furnace of same power house, mill or elevator. With all this, the advertiser does not take as heavy or expensive a risk in securing honest service in the general distribution of his matter as he does in placing his advertising with the vast multitude of newspapers, of which more than half claim that they issue thousands of copies more than they really do.

I believe in newspaper advertising, and I believe in circular advertising, which is better, I know. The two should be used together to produce the best results | Instead of using a page at \$500 or more once a week, put in a small ad every day calling attention to your business; follow this with your circulars or booklets. The advertisement in the paper keeps it before the customer, and the booklet or circular comes along once in sixty days and tells just what you want to say to them gives full particulars Basing this talk on a town of 300,000, 60,000 booklets would reach every family; and there is no newspaper in the land that would have the gall to claim to reach over thirty per cent of the families. It would be necessary to get your ad in every paper in the city in order to reach every familywhich would multiply many times the cost; while your circulars would go into

every family, and in two or more languages if desired. All newspapers are educators; they educate the advertiser for cash. Some of them are fakes, in that they have no circulation. Some of the parers in my city have a wide circulation at home, and are good advertising mediums; others have not 100 bona fide subscribers, yet they do thousands of dollars worth of advertising. There are a so fake distributors here. They take work for whatever they can get, and out out a few "trade marks", sendin their bill get their money, while the honest, actual distributor suffers the loss of the work and also for the character of the work. The advertiser is largely responsible for this he is experienced and knows what the work is worth; yet he ships his goods to the man that bids the lowest.

The International Association of Distributors guarantee their work, and take the consequences. We are liable to get bad men—fakes; but we make good their contracts, and get clear of them at once. If you don't believe it, ask the Dr. Miles Medical Co., Elkhart, Ind.

Many concerns are in the habit of sending advertising matter to dealers to put out. This would help some, if the dealers would put it out, but they do not do it. There are car loads of it that go to the dump or up in flames, while the small boy gets to sow a little of it to the winds while he meanders promiscuously around with a sack of it at 25 cents a day. This sort of advertising does not pay. Advertisers should secure a responsible distributor to put out their matter, and to create a demand for their goods. The dealers are better calculated to supply the demand. The International Association guarantee their work. If you doubt it, see the Lydia E. Pinkham Medical Co. We do not bind our members to any set rules, such as regulating their prices, but as long as we find that they do houest distributing, we advertise them-carry their names on the reverse side of our letter heads; in this way, their names reach every advertiser in the land many times each month. But just as soon as we find them betraying the confidence of our patrons we no ify all and drop their

names from our rolls.

In our work throughout the cities, we come across persons doing all kinds of distributing—some good, some bad—and we find agents direct from their home office betraying the confidence reposed in them. I made a contract with one of them last May, to do his work for \$1.75 per thousand. He went out and found another man for \$1. While the work was going on, my m.n found large bundles of the matter (beautiful little booklets) under sidewalks and in other out-of-the-way places. The agent was on the ground, but of course, didn't discover anything wrong. You've heard of things called a

"rake-off," haven't you? See? The same people have just completed the work again, and it is the same kind of a job. Cascarets and No-to-Bac booklets also are thrown away in this town twice a year. Dr. Greer of Chicago is doing some work here now. He would have saved money by burning it at home. It was a' solutely thrown away.

The I. A. of D guarantee its work all over the land, but their prices seem too high for some people.

Houest service. Distributors of the I.

A. of D. should keep these words in mind. Make it your golden rule to give honest service. When you put out advertising matter, do it as you would do it for yourself. Make every piece count; talk up the goods; do all you can to create a demand for them. Study advertising in all its forms; give it your attention and keep up with the times. Personally supervise the distribution, and see that every piece is properly landed. You can not guaranhonest service unless you give it yourself, and not charge too much nor work too cheap. If you should take a job too cheap, do not waste the matter, but take your medicine. You will know better next time. Bought education is the best. Honest service must be rendered in order to secure the business. The advertising matter placed in your hands costs much money, and every piece wasted is so much money lost to the advertiser, besides the loss to business, which can not be estimated. I have been working on the home people for distributing, but they have been treated so badly by distributors

that it has been an uphill business. But I have succeeded in getting nine jobs, some of them as large as 40,000, making in all several hundred thousand; also 1000 signs tacked for the K. C. Journal Co If you desire to place any advertising matter anywhere in the United States, and want to know that it will be done according to instructions, place it with the members of the I. A. of D. They guarantee their work. If you wish to be classed as a reliable distributor, join the I. A. of D. We wish to join with us all the reliable distributors in the land, and to this end let every member turn to Article xi. Section 1, of our by-laws, and read them. Act accordingly, and I am quite sure we will soon see our membership increase by platoons. Go to work, every one of you and send the Secretary at least one application Never neglect to answer a letter from a brother member; be prompt in all your correspondence. Cultivate the acquaintance of each other and the advertiser, for we are surely friends if we are true to our association. "In union there is strength." We are united, we are strong and we shall win. We are today recognized and patronized by nearly all the reliable and extensive advertisers in the land, and we want them all. They are coming our way. Boys, treat them right and, they will join us and stay with us, too. In the past six months I have added to my list of patrons eight of the largest advertisers in the United States.

The following firms have recently joined the International Association of Distributors, viz:

Ioin us and be happy.

W. L. Robertson, Roanoke, Va.; Henry Barker, Greencastle, Tex.; G. W. Jackson, Wilmington, Del.; J. M. Hutton, Ashland, Ky.; Geo. M. Leonard, Grand Rapids, Mich.; C. D. Wright, Washington, D. C.; F. Altman & Son. Columbus, O.; F. C. Zehrung, Lincoln, Neb.; E. R. Endly, Manfield, O; Geo. H. Spang, Lebanon, Pa

brown away.

The I. A. of D guarantee its work all ver the land, but their prices seem too

Considering the rigid and severe examination that an applicant has to undergo to get into the International is rapid growth is phenomenal.

Mr. H. T. Haves, the genial advertising agent of the Dr. Chase Co, of Philadelphia was a BILLBOARD caller October 27. W. C. Tirrill, of Lima, O., also dropped in October 26. Mr. Tirrill has an exceptionally able article in The BILLBOARD, for October, which is well worth reading.

As a rule, all advertisers pay their bills promptly, and distributors lose very little money on this score. Now and then, however a dead beat does enter the field, and every distributor owes it to his fellow-distributors to warn them. Send us the facts and we will publish them. Notify W. H. Steinbrenner also, and the firm will be blacklisted.

TIPS.

Erickson & Son, Charleston, Mass. Lydia E. Pinkham Medical Co, Lynn, Mass.

Pond's Extract, 76 Fifth avenue, New York.

Genesee Pure Food, Le Roy, N. Y.
Howard Cereal, Akron, O.
The Softene, Cleveland, O.
Dundee Mills, Muscatine, Iowa.
Electric Lustre Starch, 45 Commercial street, Boston, Mass.

Trix Mfg. Co., Rochester, N. Y.
True Remedy, Buffalo, N. Y.
Dr. Chase, Philadelphia, Pa.
Nichols & Co., Room 16, Rialto, Chi-

cago, Ill.

Doring & Co., 115 State street, Chicago, Ill.

Paragon Tea, Cleveland, Ohio.
G. E. Conkey, Cleveland, Ohio
Sterling Remedy, Indiana Mineral
Springs, Ind.

PATERSON.

As we stated in last month's issue, Gude & Fitch have bought out Hicks, in Paterson, and are making a big bid for business in that city. It has developed, however, that prior to their embarking in the business, Messrs O'Mealia and Pratt had bought out Fitzgerald, who held the franchise of the New Jersey State Assocition. Hence it will be seen that we have a fight between Gude on the one side and O'Mealia and Pratt on the other. And they are all members of the Executive Committee, too.

The many friends of Mr. Edward A. Stahlbrodt will sympathize with him in the loss of his mother, which occurred at Rochester, N. Y., October 22.

Ringling Bros. World's Greatest Shows will scatter joy among the eastern bill posters, next year. It is pretty generally conceded now that this attraction hangs more paper than any other circus on earth 127 East Fighth Street. Cincinnat. O., U. S. A. Address all communications

For the editorial or business departments THE RILLROARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance,

ADVERTISING RATES.

Advertisements will be published at the uni form rate of ten cents per agate line; copy for twenty-fifth of the month. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Build-ings, Northumberland Age, W. C. In Paris, at Bretano's. 17 Avenue at Obsert The Laris, at Breland's, 17 Avenue del Opera. The trade sup-plied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Bil board Fub. Co.

and made payable to the Bit oberg Fuo. Co.
The editor cannot undertake to return unsolicited
manuscript: correspondents should keep copy.
When its necessary to wire us the instructions
and copy for advertisements, ereal saving in the
matter of telegraph tolls may be had by recourse to
the Donaldson Cipher Code.

Esteved as Scond-Cluss Matter at Post Ofice at Continuiti, Otio.

NOVEMBER 1et

WITH this issue THE BILLBOARD enters upon the fourth year of its existence. It hardly seems possible that a twelve-month has rolled around since last we directed attention to the paper's birthday, but such is the case, so the calendar says. Time flies, especially when one is busy, and the year just past has been such a busy year -and such a happy year. It has been crowded with contention, which has several times culminated in good, healthy, hearty scraps. We have enjoyed them and our adversaries have, too-at least we hope so. At any rate, the paper has thriven, and continues to grow larger and stronger wih each succeeding month. Our circulation is especially healthy. We can truthfully state that there is not a bill poster, distributor, fair manager or poster printer of any consequence in America but reads it regularly, and we are fast finding favor among sign painters, advertisers and advertising agents.

This, of course, is something to be thankful for, and as this is our Thanksgiving issue, we may be pardoned, perhaps if we dwell at length upon other blessings which we have to be grateful

One of them is an increased advertising natronage. Another, better advertising rates. But, far and away, the most important of all is the appreciation, confidence and esteem of a large and ever growing constituency.

Among bill posters, in particular, is this noticeable. While it is due, in a large measure, to the fair and impartial manner in which we have meted out commendation and criticism, it is owing no less to the fact that the craft is beginning to realize that we are honest and entirely disinterested in all measures that we advocate. Of course, no paper wholly es- under the special dispensation code it is

instances ourselves. But, after all, a pa- B. P. A. who has opposition can now be likes; and there is no escaping the fact per that has no enemies scarce merits relieved of all obligations to maintain real friends.

Many bill posters are awakening to the fact that the fight we are making for the open association is a lorg step in the right direction.

Several gentlemen who control large cities and were formerly arrayed against us on this issue, have conceded that ultimately we will achieve a victory. One of them recently said: "You're right on that question, and so are English bill posters. I don't believe you would ever have had an argument if you had led up to the issue gradually. The trouble was, you were a little ahead of the times, and you spruug it so abruptly that most of us were arrayed against you before we had time to think the matter over carefully. You will win in time, though, and when you do you will win a whole lot of

We feel confident ourselves of victory. Of course, we do not expect it in the immediate future, but we are altogether confident of the final outcome. When such discerning, careful thinkers as R. C. Campbell, C. C. Donnelly, Col. Burr Robbins and Mr. Sam Pratt concede the soundness of our theories, we are sure the number of our supporters will increase

WE recently heard the issue put rather graphically by a well known advertising agent. Said he: "The advertiser is much like the proverbial horse that you can lead to water but you cannot make him drink."

"Bill posters," he continued, "can boy-

cott, browbeat and bulldoze to their heart's content, but they cannot curb the dominant desire of the American business man to buy where he can buy the most for his money. All their attempts will result in failure, and worse than that they may give rise to opposition. For instance, a short time since J. Ballard Carroll had Albany to himself. He was a good fellow, affable, jovial and counted his friends by the score. He owned his town, and no one ever dreamed that any one would attempt to enter the lists against him. No one would have, either, but Ballie, loyal to the policy of the association, refused this contract, and that until McIntyre determined that he could make a good thing out of the work that Ballie refused, if he never got anything else. And now Ballie has got bitter, costly opposition on his hands which otherwise he would never have known."

THE whole scheme of the "close" association is fundamentally wrong, and

prices, etc., while the members who enjoy immunity from opposition are expected to invite it by refusing work at the dictation of these members who are free to do as they like. When you look at the matter carefully, it is absurd on its face.

The open association would rectify these matters largely. We do not claim that it would do away with opposition entirely, but we do stoutly maintain that those cities that are now free from it would be ten times more secure under it than they are under the close organization. We go further, and affirm that in cities where opposition has already obtained a foothold it will eliminate it four out of five times, and in the fifth case it will turn opposition into competition, to the incalculable benefit of everybody con-

This it will do, too, within two years if

WHAT IS THE BEST SIZE FOR A POSTER?

BY SAM W. HOKE.

A great deal depends upon the point of view. I know many bill posters who preach one-sheets, or at least a part onesheets, but there is a strong suspicion that one of their reasons for wanting onesheets is to a certain extent due to the ease with which one-sheets are available for filling up all sorts and sizes and shapes of dead space.

I think that the one-sheet has its uses. but recently some advertisers have gone to the other extreme, and are striving to see how large a poster can be made. A 48 sheet (4x12) is, I believe, about as big as they have yet got; and I have been in numerous cities where these mammoth signs had to take a back seat around the corner because there was not sufficient room on the prominent boards to accom-

The 24 sheet is a good, convenient size, and can be got onto most any billhoard, being only about twenty feet in length. A 24-sheet takes up just the same amount of space as three 8-sheets, and if the advertisers sends out 8-sheets he is very apt to find a large majority of them bunched into stands of at least 24-sheets, and frequently I have seen as many as six or eight or ten 8-sheets bunched together.

If there were any way under the sun to prevent bill posters from bunching 8sheets I would be inclined to favor this size as among the most valuable, all things considered. The 8-sheet is large enough to hold an ordinary amount of reading matter, to be easily readable from across the street, and its economical size renders it possible for an advertiser to cover the entire town or city, and still have money left to spend in the next

Of course, the advertiser who has so capes disapproval, We have known worse than ever. Any member of the A. 32-sheets, and a dozen other sizes if he ographic excellence.

that a large sign is, to a certain extent, more impressive than a smaller one. At the same time, repetition is a strong point of advertising, and with the 8-sheet well scattered the reader is running against the same thing all over town, and is bound to take notice and remember

Another good thing about the 8 sheet is the fact that it is nearly as easily fitted into dead space as the 1-sheet, and, therefore, is good for the bill poster, too.

TOLEDO.

Mayor Jones will not approve the bill posting ordinance if council passes it. In giving out this decision he said he hoped 'that council would not pass the ordi-

On being pressed for his reasons, the mayor intimated that the purpose of the linance, in his mind, was to create a monopoly for the bill posters, who are pushing the ordinance, notwithstanding the fact that the price would be reduced by the ordinance.

Bryan & Co. has snapped up all the desirable pieces of property in the city, and will have a practical monopoly of the business should the ordinance pass." said the mayor "The other bill posters will. of course have the same chance as this firm to compete for contracts, but any business man would give Bryan three times as much money for advertising his business than he would any other firm. simply because of the increased facilities offered by this company. It is not fair to the other bill posters. Of course they could secure bill boards if they saw fit, but they will find that all the best places have been leased by the other company.

"The best illustration of this spirit I have seen for some time was when a woman called on me the other day to obtain my influence for an ordinance raising the license fee of the drivers of baggage wagons in the city. She said there was not enough in business now to give all a decent living, and if a license fee of large proportion was placed on the busines, it would drive some of them out. I asked her what they could do when their business had been taken away, but she could not answer. I then asked her if she wanted a few to live decently while the others starved indecently, and this side of the question had never entered her mind. That is the spirit that animates many of the ordinances, and it crops out in the bill posting ordinance."

Bellefontaine, O. is badly in need of a bill poster. Commercial paper sent there is returned by the present incumbent with the excuse that the theatre monopolizes all his space.

The \$4 delinquency of the Ohio Bill Posters' Association was for blank certificates. The amount was tendered at Atlantic City, but refused because the Secretary had no blank receipts with him. amount was paid promptly as soon as it was brought to the attention of the Secretary of the State Association.

Geo. Knox of Meadville, Pa. sends us much money that he needs not to count catalogue of a recent poster exhibition the cost, may take the 24-sheets, or the held in Meadville. It is a marvel of lith-

THE BILLBOARD

The Selection of Colors in Sign Painting.

Contrast is the first and principal ele-

ment that enters into the composition of

any sign, although the philosophy of har-

monious coloring in certain parts should

not be ignored, for both are necessary in

any work of color. Instead of calling it

by the term of "harmonious contrast." we will call it "harmony in temperature." and "contrast in temperature," by using the primary blue as the cold color and vellow and red as the warm colors. There are only three primary colors. We think, in this wise, the theory of coloring can be best understood. Contrast is confined to light and shadow and the disposition of lines, and the proper balancing of contrasts is what gives the charm to painting. and not the chromatic scale, as some writers would have us believe. To avoid dullness and a hazy appearance, we must strive to obtain the opposite. If there is an error made, let it be on the bright and clear side. This rule will invariably hold good in sign painting. If the ground is of a warm tint, such as a vellow or red in any shade, there should be blues and purples in contrast, or some other of the cool tints; then we have a contrast of temperature, a most desirable characteristic of a sign, for by this method we give force to it. Force does not consist so much in strong or gav colors as it does in the proper balancing of contrasting tones. If the ground be of a cool hue, such as blue or any of its hues, reds and yellows are the contrasting tones. The three principal contrasts are blue opposite to orange, red to green and yellow to purple. By carrying out this principle, you will have an endless variety of contrasts It is somewhat curious, but nevertheless a fact, that white letters in opposition to black will not attract the eye as quickly as a blue or an orange, a red or a green or a yellow or a purple. The fact is attributed to the following reason: A color and its opposite naturally increases as it approaches, but when once they mingle they neutralize each other. Take a blue and vellow, for instance: their admixture produces a green, which does not resemble either of the colors. Summarizing the foregoing statements gives this rule: Never place a color made from two primaries on either of the primaries. If you want a good contrast, always take a hue of the third color. When shadowing letters, I would caution you against using a darker or lighter shade of the letter or ground. It always results in a dull effect. The shadow is supposed to represent a certain modification of atmospheric effect, and will, with but few exceptions. partake of a natural tone. The rule for determining what the color of this shadow should be is to take a block of wood and paint it all around with the color the letters are intended to be: set this on the sign so that a shadow will fall either to the right or left when the sun shines on it, and observe the tint of the shadow thus cast. You will observe a compound effect, partaking both of the color of the block and also of the ground. This may be successfully imitated by using a transparent color of the block, when placed over the ground it neutralizes and gives a natural effect.

As a general thing, you will find that reds require a shade of a purple or dull brown. In some cases, where the ground admits of it, almost black. In vellows of the umber shade, you will require a gradation of golden hues for the first shade, ranging down to nearly black.

Light pink on a white ground should shadowed with a warm brown. For light grays and drab grays, shadow with rich brown; for greens, reddish brown shadow; white to flesh color, rich purple shadows. As a standard rule, warm shadows to cool, light colors, and cool shadows to colors of a warm tint. Avoid the use of greenish blues and greenish yellows, they always present a sickly ap-

Now, if it be wished to tone the harshess of two contrasting tones without their losing any of their force by reason of the contrast, do so by placing a neutralizing color between them. Harmonizing colors consists of uniting a warm and cool color by the introduction of intermediate tones or half tints.

E. H. CARWITHEN.

On this page we present an excellent portrait of Mr. E. H. Carwithen, the gentlemanly and efficient bill poster of Charleston, W. Va. Mr. Carwithen owns all the boards in his city, and enjoys a monopoly of the commercial and circus bill posting. He embarked in the business February 15, 1882, and has built up a plant in the meantime that is equal to any in the state of West Virginia

NONE SO LEWD AS A PROWLING PRUDE.

The Minneapolis Improvement League has determined to wage war upon the billboard posters, especially the pictures of girls and women smoking cigarettes, Mrs. H. F. Brown las been chosen president of the league and Prof. Maria Senford vice-president. Mrs. F. H Barnard will represent the league on the woman's

For the past two years Profitable Advertising has been published from No. 13 School street, Boston, Mass. On November I the office of publication was remo ed to the Niles Building, No. 27 School street, that city.

The Christmas BILLBOARD will be mailed to prominent advertisers all over

W. C. TIRRILL.

Mr. W. C. Tirrill, whose portrait this month adorns our first page, owns the bill boards of Lima, Ohio, and enjoys the confidence and esteem of a large and growing clientel of advertisers, both local and foreign. Although just turned thirty vears of age, he has built up a business which many an older man might envy. Mr Tirrell was born at Lima August 25. 1867. At the age of twelve years his father died, and at fourteen he left school and, much against his mother's wishes. accepted a position as property man and assistant bill poster of the opera house-He remained in the employ of the theater in various capacities until he attained his majority, when he accepted an engagement with the Rogers Comedy Co., season 1887-'88. The following season he went in advance of the Holden Comedy Co., and in 1801 cut out his own company. He married Miss Clara B. Cuff, of Van Wert. Ohio, in 1802, and the same year started the business which has been so successful.

Mr. Tirrell deserves his prosperity.

OUR VOTING CONTEST.

Private advices received from England warrant us in stating that the chances are very slim for a meeting of the association next summer. Mr. Youde has about got every plant of any consequence in the kingdom, and our correspondents think that this will put an end to the existence of the association.

Under the circumstances, it has seemed best for us to discontinue the contest, as there is little likelihood of a meeting.

NEW YORK.

Herman Stiefel, representing the billposting firm of Van Beuren & Co., made an application, October 23, to Magistrate Kudlich, in the Yorkville Police Court. for the arrest of Robert Miller, Richard H. Derby and Frederick Culver, candidates on the Citizens' Union ticket for Councilmen in the Second Council District on the charge of having caused their lithographs to be placed on a fence leased by Van Beuren & Co, without the consent of that firm The application was a sequel to the ar-

rest on October 22, of two bill posters, Frank Hassard, of No. 310 West Twentysixth street, and Allen Juckes, of No. 601 Evergreen avenue, Brooklyn, under Section 643 of the Penal Code, which declares that no person shall place or cause to be placed on any fence, house wall or other structure, bills, pictures, advertisements or anything else without the consent of the owner or lessee. Section 644, following, states that those persons whose advertisements are thus placed are equally guilty with those placing them. The object in this case was a fence at Fiftysixth street and Eighth avenue, for which Van Beuren & Co. pay \$1.200 a year, and the section provides that the placing of the lithographs on a fence is presumably evidence of guilt.

When the case of Hassard and Juckes was called, Samuel Hess, an employe of the bill-posting firm, testified to having seen the two men walk away from the fence at Fif:y-sixth street and Eighth

avenue, with posters, brushes and paste. He had followed them for a time and had seen them paste other lithographs on a fence at Fifty-third street and Eighth avenue, and in a window of a vacant store. He had not, however, actually seen the men paste lithographs on the Fifty-sixth street fence. Mr. Stiefel asked the men if they had posted the bills on the Fifty-third street fence and in the windows, but their cousel C. I. Pitcher representing the Citizens' Union objected to the question, and Magistrate Kudlich sustained the objection. He also said that he would have to discharge the men, as they had not actually been seen placing the posters on the Fifty-sixth street fence, and as they had denied having done so

Mr. Stiefel's application for summonse for the three candidates, Miller, Derby and Culver, was granted, and Mr. Pitcher was instructed to have them appear in court on Tuesday.

There is some little opinion among politicians that the bill-posting firm of Van-Beuren & Co. is not as intensely interested in the arrest of the candidates as it appeared. Some men mentioned politics as having something to do with the attempt to have more arrests.

Note the unholy glee with which the Times (all the news that's fit to print) recounts the following:

War on the advertising signs has been opened on Long Island, which has been hung, plastered, benailed, festooned, covered and bewildered with those evidences of misguided enterprise. Vhenever a new liver pill has appeared on the market. Long Island has broken rash of green and yellow. Each original brand of cigarette has caused the territory to resemble a huge case of scarlatina, with flaring red and pink, and usually a unpulchritudi partly denuded female grinning a ghastly grin

above the wreck of color. The homes and front fences of eminent Probitionists have brazenly blazed forth whiskies portraved in many hues. Health resorts and mer homes have appeared suddenly eloquent with suggestions of malaria and malaria co in one make of bicycle have been made to glorify other makes to the scandal of the occupants. The trees have been made to blossom with proclamations of the virtues of face now ders, cures for the liquor habit, corsets and three-dollar trousers. Every man in New York who had a sign to nail up or paint came over and nailed or painted it somewhere on Long Island

scenery. Former County Superintendent Pearsall of slyn, I., I., caught a new man nailing a new and brilliant cigarette abomination on his barn. The advertising agents seem to have acquired the idea that Long Island was created for advertising purposes, and this one promptly resented

Mr. Pearsall secured a warrant and the irvader, who was found up a pine tree carefully placing his hasheen dream so that it would best ar the effect of the autumn foliage, was pulled down and arrested.

He was much astonished and more infuriated. but when he was led to the village lock-up, he looked in it and began to beg for his life. Finally he compromised by paying \$5.20 costs and walk pulling down all the signs that he had put up. He also acknowledged publicly and penitently that the pictures on his signs were not high art. and that his cigarettes were no better and wo kill a man no quicker than any other cigarettes. Tnen he was led to the station and put on a New York train. A general tearing down and effacement of un-

authorized signs and posters has begun on Long Island, and the authorities are supporting the movement. There is good reason for believing that the shot for liberty from artistic desecra tions and undesirable suggestions fired at Mr. Pearsall's barn will be echoed all over the

No kind of a bristle brush should be washed in lve water, such as sal soda and Babbet's potash It makes but little difference how weak it is, it has a tendency to soften the bristle. Bristles placed in sal soda water will burn in a few days. Always keep brushes in oil or water. To prevent water from freezing put in some glycerine. When a tin or brass-bound brush begins to come loose, squeeze it together a little. When the hair in a brush becomes crooked, place it on a warm surface and stroke it with your hand until it becomes straight. Brushes should always be hung suspended in the liquid. Standing them on end is what makes the hair crooked. There never was, nor never will be, a brush made of camel's hair. The so-called camel's hair grows on a squirrel's tail.

The Western Painter says: To prerve paper signs in damp places, where a formation of mold takes place in the paper under the varnish, the following has been recommended: Paste the signs on with mucilage containing salicylic acid. allowing the solution-1 part gum, 3 parts water - to soak in or dry on the back of the sign, then apply more and fix the signs with it. The labeled vessels are warmed either in the oven or by pouring in warm water, so that the signs are really dry-not only air dry. In varnishing, breathing on the work should be avoided. The varnish should be applied only upon the completely dry signs. After a few days a thin varnish is still put on. These signs keep well and without spots. In this manner any decomposition is prevented as far as possible. The varnish should be applied well beyond the edges.

TRADE NOTES.

New York varnishers, striking for \$3 per day, have won.

Several hundreds of painters' and decorators' unions were organized the past year. It is queer that sign painters never organized

John Lees and George Smith were injured by falling from a scaffold in Chicago October 1. Both will recover.

Sid. Holmes, sign painter, killed October 4 at Newbury, Mich., by a falling scaffold. Two companions were also seriously injured.

The principal reason that linseed oil is so cheap, says an exchange, is because there are so many adulterants and substitutes on the market. Menhaden oil. made from a fish of that name and but little known to the painting trade, is one of the chief adulterants. The market price of the same is about 50 per cent. less than linseed oil. Other varieties of fish oil, whale, cod or seal oils are used in conjunction with a comparatively small quantity of linseed oil, the smell and color, especially with regard to whale oil, being preferable to that of Menhaden.

Answers to Correspondents.

Wm. D.—The Painters' Magazine says: There are a number of methods practiced in laying gold leaf. Some workmen prefer one method and some another. The cushion and tip method to which you refer has been practically suspended for a number of years. The turpentine method, employed at one time somewhat extensively in the ornamenting of furniture. consists in cutting the book at the binding. Then with a small sponge wet with turpentine moisten quite profusely the back of the paper as it lies on the cut book. The volatile liquid goes through the paper, causing the leaf to adhere. The turpentine evaporates very quickly, hence it becomes necessary to use the sheets of leaf immediately following their preparation

Again, the books of gold leaf are cut into strips a trifle wider than the stripe to be gilded. Many old-time painters are firmly welded to the belief that cutting and using the leaf from the strips is the most economical way of handling it.

Still another method is to cut the book at the binding, and then pick up the top leaf or cover, lay it on a smooth piece of board and rub it carefully with a small cake of beeswax. This waxed side of the paper is then laid upon the gold and smoothed out nicely. The gold sticks so tenaciously to the paper that it can now fairly be handled with impunity. Each page of leaf, or, rather, as many pages as are needed for the work in hand are treated in this way. The pages of leaf are next cut into strips to correspond to the width of the stripe, after which the strips can be rapidly applied to the work.

Among first-class gilders, however, the above methods do not find favor at the present time. They are accounted too slow. Laying leaf directly from the book is now generally practiced, especially by those having much gilding to do. It requires a little practice to acquire proficiency in laying leaf from the book direct, but from experience in a shop where a change from the old way of laying leaf the comparatively recent one here advised was recently made, and the writer cheerfully subscribes to the economical virtues of the laying-from-the-book method. Formerly it was the practice in railroad car shops, where a great amount of leafing was annually done, to cut the leaf and apply in strips. In such establishments it is now almost the universal practice to apply the leaf direct from the book. Why was the change inaugurated? Because there was money to be saved thereby. For this reason our correspondent is counseled to begin laying his leaf from the book. Hold the book flat in the left hand. Turn over the top leaf a bit wider than the stripe, making a clean, smooth fold, holding the overlapped paper down on one side with the left thumb. the right one performing the same office at the other extremity of the fold. The fingers afford support to the under side of the book, as it is carried to the surface. The whole operation occupies but a jiffy of time, and is totally free from the fussy

J. P. H - See the answer to your query in the June issue of RILLROARD

maneuvers associated with the wax, tur-

pentine or strip clearing methods.

OUT-DOOR ADVERTISING IN ENG-LAND.

BY JOHN C. GRAHAM.

Although we, as a nation, are far and away ahead of all other countries in the matter of newspaper and magazine advertising, although our ideas and methods of publicity are bolder and more original than those of any other people, we can not deny the fact that when it comes to out-door advertising the "old country" easily takes the lead. Every known form of out-door advertising that is practiced here is in vogue across the water, but very many mediums of publicity are used in Europe that are not indulged in here. Every available inch of space on the walls of the big railroad terminals in London is crowded with display signs and posters, advertising all manner of goods, and in smaller wayside stations it is often impossible to pick out the usual sign, bearing the name of the place, from a host of similar boards announcing "Keen's Mustard," "Colman's Starch," "Reckitt's Blue," "Pears' Soap," "Bovri," "Electropoise," "Cadbury's Cocoa," and a thousand other articles bidding for publicity. Just imagine the whole of the interier of the Grand Central depot covered with painted and glass signs advertising almost every known product of this country, and you have an idea of what a great London terminus looks like.

English advertisers not only invade all street cars and omnibuses, but use all the outside space on such vehicles to such an extent as to puzzle a stranger as to where the car is going. The destination is always painted on the side of tram cars and omnibuses, but a countryman could not tell whether the conveyance was going to Battersea or "Beecham's Pills," to Bayswater or to "Herbaline." It must be trying to the out-of town visitor to wait on a crowded corner for a 'bus going to Brix. ton, and see a string of them passing, on which he can read, in bold letters, "Yorkshire Relish," "Hovis Bread," Brooke's Soap," "Provost Oats," etc., but no decipherab'e mention of where the car would take him to. All London street cars are double deckers—you can ride on the roof and smoke if you wish to, and all the "risers" of the winding staircases the "risers" of the "L" road stairs are in New York City.

In fact, every large public vehicle in London is an advertising wagon, and the outside show is much better than the inside spaces, for the reason that there are always more people in the street than in the car, and so the "circulation" is greater. Of course, the cars going through the most populous districts are most sought after, and the revenue accruing from the renting of such advertising space must be quite an item annually.

The theaters are the best ptarons of the big spaces on the tram cars and omnibuses. The roof seats are railed all round, and a board about two feet high, and running the full length of the car-perhaps from 12 to 20 feet-is firmly fastened to this railing, doing the double duty of protecting passengers' legs from wind and veather and at the same time bearing a bold ad, which everybody on the side-

English advertisers do not use large fence signs in the rural districts adjoining railroads as we do, but every station of any importance on all lines it literally covered with every kind of advertising signs. This shows that our English cousins believe rather in concertrating than in scattering their advertising efforts. Wherever crowds congregate, there you will find a multitude of signs and posters. Where crowds are not likely to be, you will look in vain for attempts at publicity

The river steamboats also add to their revenue by letting out advertising spaces, on which signs are hung or painted; and. in fact, whichever way you turn in the British metropolis you are confronted with the fact that out-door display advertising is much more liberally indulged in there than in our own cities.—Printers' Ink.

PARETIC ADVERTISING.

The sign painter has done everything in his power to deface every bit of landscape, and, longing for future worlds to conquer, wonders how he could make the moon, Mars or the sun a subject for his vandalism. "Hote," the personal friend of many newspaper men, is said to have moments of frenzy because he cannot apply a paint brush to a comet.

Sign painters are all right under certain restrictions, and their efforts at advertising have grown so grotesque in their hideousness that many are willing to forgive them because of the fun of the very absurdity of their undertakings.

Advertising is a vast field, challenging the ambition of every sort of genius, the poet, the painter, the artist, contributing to the work of celebrity through pub-

Unfortunately, in the race for popularity in ad writing there are those who shut their eyes to decency, and are apt to pitch headforemost into the stone wall of disapproval or dive inadvertently into the ditch of disgrace.

George P. Rowell was the first of the leaders to take the dirty road with the idea that it was the shortest. Everyone knows, and all decent men have acknowledged, that a recent advertisement of his in the New York Sun was the most indecent that has appeared in many years. are used for advertising purposes, just as The surprise and stench were only aggravated by the fact that the Sun has been inclined to be spotless in its advertising columus

> The next to go astray was the clever advertiser of a celebrated soap, who pictured two little children on their kaees saying the Lord's Prayer and asking for their daily soap, instead of their daily bread. This irreverent advertisement defeats the purpose of creating popularity.

> Perhaps it will be regarded as wonderfully clever by those who have forgotten that they were taught to pray at their mother's knees. It does not pay to offend the public.

> There are many fools on earth, and it is too bad that so many imagine themselves clever, who are either unclean or reckless in offending public sentiment -Fourth Estate.

> The Christmas issue of BILLBOARD will consist of 15,000 copies, covering the entire English speaking world.

The Only Fair in Georgia This Year.

The first annual fair of the Wavcross Fair Association, to be held at Waycross, Ga., November 2 to 6, inclusive, gives promise of being a success from every point of view. It is the purpose of the promoters of the affair to have all of the standard departments common to such occasions, and to fill them with exhibits illustrating the progress of the country at large, and of South Georgia especially. A number of interesting races, both horses and wheel, will be arranged. Knowing the pluck and enterprise of the Wavcross people, we have no hesitancy in predicting for the fair a week of prosperity, and for those who attend it a week of enjoyment.

HURRAH!

For Oneonta-Now Let Others Follow

We clip the following from the Repub lican of Cooperstown, N. Y. viz:

The dates for the Oneonta fair for 1808 have already been fixed; they are September 12 to 15.

RIVAL BILL POSTERS.

How the Mercer County Fair Boomers Do Business

Considerable feeling has been caused by a piece of work on the part of the Stoneboro fair bill poster. When the Stoneboro bill poster was out with the bill wagon billing his fair, he was seen to paste dates over the Mercer fair dates, and not only cover over the Mercer dates. but receive the benefit of their advertising matter.—Pillsburg Leader.

Indications point to a lively fight between the two factions among the Chinese colony in Chicago over the concessions at the Transmississippi and International Exposition to be held at Omaha next year.

Some weeks ago Wong Chin Foo. ed-

itor of the Chicago Chinese News and president of the Chinese Equal Rights League of this country, was appointed Chinese commissioner of the Omaha Exposition, and has in his possession a certificate to that effect, properly signed by the president and secretary of the exposition. Wong Chin Foo represents the best element of the Chinese in Chicago, and works as a missionary among his people for their elevation. Notice of his appointment as commissioner has been fuly certified to Secretary Gage at Washington, and he has been in communication with the secretary for some time with a view of securing a permit from the government to import about 300 of his countrymen, representing all branches of manufacture and of the skilled arts in China. He wants to show the American people that the Chinamen are practical and capable of development and greatness in all kinds of skilled labor. He has seen how unscrupulous countrymen of his in this country have been in years past importing Chinese, men and women, to the World's Fair, Atlanta Exposition

and Nashville Exposition for the purpose of making money by selling them as slaves. He has not been unmindful of the dishonesty practiced by these alleged leaders on their ignorant countrymen and their manner of smuggling them into the United States in violation of the laws of the country.

Wong Chin Foo says these methods have served to accentuate the prejudice of the American people against his people. He wants it stopped, and says he will put an end to it. As commissioner of China at the Omaha Exposition he will have entire control of the Chinese exhibit, which will be known as the North China Trading Company. It will be composed of the representative Chinamen of many branches of skilled labor and arts, and will be a permanent organization after the exposition, with headquarters either in Chicago or Omaha.

Since Wong Chin Foo's appointment as commissioner, Hip Lung, Hong Sing, Lem Lett and others in Chicago have secured a concession from the Omaha exposition for a Chinese theater, farm, bazaar and joss-house on the Midway to be. This, however, has been conditioned on their ability to import about 500 of their people. In order to secure the necessary permit from the government authorities at Washington, Hip Lung, Hop Sing and Lem Lett have been there in person to see Secretary Gage. Messrs, Sing and Lett are now in Washington. Hip Lung has returned, but declined to say anything about the matter, since it had not been definitely settled. These men are representatives among their fac ion of Chinamen here, and have a strong backing to assist them in carrying out their

There is a strong belief at Washington that the Chinese exhibits at these expositions are made for the sole purpose of smuggling in Chinese who could never enter this country under other circumstances. It is also suspected very strongly that the Chinese pay high prices to the concessionaries for the privilege of juining the Chinese exhibits. It is also believed that not a few of the Chinese, and especially the women, brought over here for such purposes are sold for from \$300 to \$500 each, the women bringing the largest amount. It is known that of the several hundred Chinese who were brought over to the Nashville exposition only about fifty are now there, the others having gone elsewhere in the states to engage in the laundry business. It is a fact, owever, that many of those who were brought over to the World's Fair and Atlanta exposition were returned, in most cases, however, because they would not

Wong Chin Foo is opposed to Hop Lung company's method, and the fight will be carried on between them with

South Carolina.

If the consent of the Board of Trustees Clemson college can be obtained an exhibition of dairying and cheese making will be given by the students at the State fair this fall. The whole process, from milking the cows to separating the cream from the milk, and finally to converting it into cheese, will be gone through with. Secretary Holloway, who is trying to secure this feature for the fair, writes:

"The acting president and the agriculturist of the college give every encouragement that the college and experimental station will be better represented than ever at the fair."

> LECCERS EDICOR.

Under this heading the publishers invite to ee and full discussion of any and all mat ee and full discussion of any and all mat rs of interest to advertisers, bill posters, dis ibutors, sign painters and Fair managers hen couched in courteous language. Of urse we do not necessarily endorse the view and opinions of our correspondents.

⁹999999999999999999

Grand Forks, N. D., Oct. 21, 1897. Editor THE BILL SOARD.

Dear Sir-We were steadily losing money at the published association rates, the expenses of building and maintaining boards being greatly in excess of the receipts. Even figuring that the ards were full all the time at three cents, that would give us only 36 cents per annum, or \$36 revenue for a 100-sheet board. If the boards would last forever this amount might pay the bill poster for his work, but would leave a mighty small margin for license, brushes, paste, interest on the money invested in boards, to say nothing of the amount we have to pay for ground rent. So we concluded rather than do ork at three cents or four cents and los money, or to do poor work, with half or all the paper on inside of city sewers, that the advertiser would prefer to pay a fair price and get

just what he pays for.

We are doing some work for a cigar firm in your city at the rate of ocents, and all new concontracts out at less than the new rates, and, of course, we will have to fill them, but they were made before we cut all our teeth. Ringling Bros. paid us 15 cents per foot for what boards they used last spring owned by us. They used e of the opera house boards, but I don't remember what they paid for them.

We are going to try and make this rate stick. Our boards may stand idle for awhile, but we think we can keep most of them filled with one week stuff at 3 cents per week, to keep the wheels turning at least for a while.

Very respectfully.

[We will watch the above experiment with interest Something has got to be done in the small towns to enable them to give better service. Nine cents looks like a prohibitively exorbitant price, but if results justify, our expewithout a murmur.-EDITOR.

Davton, O., Oct 29, 1897. Editor THE BILLBOARD,

Cincinnati, O.

We distributed 12,000 pamphlets for the Dr David Kennedy Corporation of Roundout, N. Y., 17,000 books for the Dr. Chase Co., of Philadelphia, Expect work from Dr. Kilmer & Co. soon The following firms advertised here lately and all matter was thrown in yards : The Lydia F. Pinkham Co., Dr. Miles, Merrill-Soule Co.

There is an ordinance prohibiting the distrib uting of samples of medicine in this city. Distributors have been too careless in handi amples, and some serious results have been narrowly averted. Yours truly,

Lydia E. Pinkham matter was put out after dark

MONTGOMERY ADV. CO.

Editor THE BILLBOARD.

Cincinnati, O. Dear Sir-I suppose you are aware that we have been expelled from the A. B. P. A. Well, it is not because we are unable to pay our dues. On the contrary, it is entirely due to a determination on our part not to contribute to the support of the organization as long as it is run solely in the interest of the clique now in control. If it is ever operated for the benefit of the members again we will go in once more. Until then we are out and intend to stay out.

Yours truly.

[As the above letter was not sent us for publion, we withhold the writer's name It is only one of the many received by us, all expressing the most unqualified disapprobation.—

McMinnville, Ore., Oct. 25, 1897,

Fditor THE BILLBOARD. Cincinnati, O.

Dear Sir-Since our September report we are till posting for about the same firms, with two new customers. This is good evidence that we

give satisfaction to advertisers. Our October list of bill posting includes Lignd Tobacco Co., 6 10-sheet stands: American Tobacco Co., S 8-sheet stands; and 1-sheets; Bee men's Pepsin Gum, 8 8-sheets, Aunt Jemima's Pancake Flour, 8-sheet stands: Blackwell's Bul urham Tobacco Co., 6 8-sheets and 15 2-sheet stands distributed for Dr. Miles' Medicine Co. This is the fourth order this year from them. Population of city, 3,000; county, 18,000

From the posting of the Aunt Jemima Pancake

Flour, the grocery dealers say that it has increased the demand for the Aunt Jemima Pan-

Thanking you for favors, we remain ours truly,

G F. BANGASSER & Co.

October 23, 1807.

Editor THE BILLBOARD.

Dear Sir-I am surprised to know that they turned down my friend, Sam Hoke. I am very sorry to hear about it. We need all the friends sibly can have, and if certain people in East are going to handle or run the association for their own personal benefit, I think it is time to call them down. I think the same as other bill posters with whom I have been corre sponding, that no solicitor whatever should be on the Executive Committee, that it should be composed of bill posters only, who make a busi-

ness of bill posting and not soliciting. I also know of the Memphis affair and one or two others, of which, of course, you know vourself.

Now I, for one, will take work from anyone who sends it. We are here for business, and no cater to the very few and leave the majority go. I did not think the committee would do as they have done, and as all bill posters of the country well know that the more solicitors there are, providing they are reliable and good busi ness men, of course, the more business the bill poster will get. We, ourselves, keep three support and pay three solicitors, surely the As. ters' of the Uniled States could ated Bill Pos afford to support thirty. We have one man who works on nothing but painted contracts, another on bill posting, and still another general solic-

itor for tacking and distributing.

Look at the International Distributors' Association, the good work they are doing. Of course honest and does not live up to the contracts he nakes, drop him, and the quicker you drop hin

the better off you are.

Kansas City, Mo., Oct. 25, 1807.

Cincinnati, O.

valuable magazine for the last few months, and I find it of great benefit as well as a source of pleasure. I very much enjoy the letters from the distributors, many of them somewhat origi nal, but all instructive and encouraging. Not many years since there was no such business as distributing service. If there was any distrib uting to be done, the merchant sent out after abled charity-deserving person to do it. To-day he distributor must be a wide-awake, live active business man, able to defend his calling and to

advocate the business in which he is engaged With your permission, and if space can be spared, I will, in compliance with the request of some of my associates in the distributing business relate some of my experiencs and observa-

TOSEPH REID. [The article referred to in the above letter ap. s in another column.-EDITOR.

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ALABAMA.

Anniston Calhoun county Fair Novo to 12

GEORGIA.

Atlanta State Fair Pope Brown pres Hawkins-ville Dr Sam Hape sec Waycross Waycross Fair assn Nov 2 to 6 W W Sharp sec MISSISSIPPI.

Natchez Natchez Fair assn Nov 15 to 20 Vicksburg West Mississippi Agr society Nov 8 to 13 J A Couway sec

MONTANA.

NEW MEXICO.

NEW YORK.

New York City American Institute Fair Sept 20 to Nov 4 Madison Square Garden Mr Chasseaud genl manager

NORTH CAROLINA.

Fayetteville Cumberland county agr assn Nov

PENNSYLVANIA.

Philadelphia Penn Horticultural society Nov SOUTH CAROLINA:

Columbia South Carolina A and M Fair Nov

TEXAS.

Lee pres L k Tarver sec

H juston Fruit Flower and Vegetable Festival
Dec 6 to 11

New Braunfels Comal county fair assn Oct
or Nov H Landa pres F Simon sec
Victo ia Southwest Texas fair Nov 2 to 5 L
D Hea on pres L N Hofer sec

Poultry Shows.

Ansonia Conn Ansonia Pand PAssu Jan 26 to 20 GA Hill sec Ashley () Ashlev Pand PS Assu Nov 22 to 26 HA Bridge J F C Sipe sec Asheville N C Jan 4 to 7 1898 F E Hege sec Paleigh N S

Raleigh N S

Amesbury Mass
Amesbury Poultry and Pet
S.ock Assn Nov 30 to Dec 3 M H Sands secy
Ashland O Ashland to P Assn Dec 22 to 25 H
A Mykrantz sec
Auburn Neb Nemaha Valley P Assn Nov 30 to
Dec 3 Rhodes J L L Alspaugh sec
Bloomington III Bloomington-P Assn Dec 14 to
18 B N rierce J J D Shiplev corsec Normal III
Bluffton O onsolidated P Assn Feb 1 to 5 - H
A Bridge J D J Kohli sec
Boston Mass Jan 17 to 21 A R Sharp supt
Taunton Mass

Boston Mass Jan 17 to 21 A R Sharp supt Taunton Mass

Buffalo N V Erie Co P Breeders' Assn Jan 3 to 8 E C Pease see Hamburgh N V Canton O Canton P Assn Jan 4 to 7 F H Shella-barger j Wm Friedman see Cedar Rapids Ia Linn o P Assn Jan 10 to 15 B N Pierce J Chas H Playter see Charlotte N C Charlotte Poul Assn Jan 12 to 15 W M Barringer see

W M Barringer sec
Chicago III. National Fanciers' Assn. Jan 24 to
29 Chas S Weaver sec 100 Washington street
Cleveland O Northern O P and P S Assn. Dec 6
to 12 F k Hunt sec
Clinton Mo S W Mo P Assn. Dec 14 to 17 W H
Talbert sec
Coulterville III. Egyptian P assn. Dec 14 to 16
Samuel Eyre sec

Talbert sec
Coulterville III Egyptian Passn Dec 14 to 16
Samuel Eyre sec
Danias 1CX Danias P P and P S Assn Dec 7 to 17
H M Skelton sec
Davenport Ia Eastern Iowa A Pand P S Assn
Jan 17 to 20 1 B Voss sec
Danbury Conn Danbury and Bethel P Assn
Dec 8 to 11 F Bowman sec
Detroit Mich Michigan State P and P Assn Jan
3 to 8 F W McKenzie sec Concord Mich
Dixon I I Rock River Valley Poultry Assn Dec
14 to 18 Shellabarger J F W Fargo sec
Flmira N Y Dec 6 to 11 E W Andrews sec
Erie Pa Northwestern P and Pet Stock assn
Dec 28 to Jan 1 A E Blethan sec
Fall River Mass Dec 1 to 4 H S Winslow sec
Fayetteville Ark Jan 20 to 24 John C Snyder
judge J W Butler sec
Fitchburg Mass Fitchburg P and P S Assn Dec
28 to 31 J D Brown sec
Genesso III Genesseo Poultry Show Jan 3 to 7
W S Russell j Wm G Warnock sec
Glasco Kan Cloud Co Poul Assn Dec 27 to 29
M E Potts sec

Gloucester Mass Cape Ann Poul Assn Jan 11 to 15 F H Abbott sec

to 15 F H Abbott sec

Grand Ridge III Grand Ridge Poul Assn Dec
28 to 31 L W Robinson secy
Guthrie Okla Oklahoma State Show Assn Jan
3 to 6 H B Savage j L F Laverty sec.
Hackensack N J Hackensack Bantam Show
Dec 8 to 10 John A Gamewell sec
Hartford Coun Jan 10 to 15 Geo P Merritt sec
P O box 789
Haverhill Mass Merrinack Valley Poultry Assn
Dec 28 to 10 Geo H Greenman sec.

Haverhill Mass Merrinack Valley Poultry Assn Dec 28 to 30 Geo H Greenman sec Henry Ill Illinois Valley P Assn Jan 31 to Feb 3 B N Pierce judge A G Humphrey sec Indianapolis Ind Indiana State P Assn Jan 10 to 15 Thos W Pottage sec Independence Mo Jackson Co P Assn Nov 25 to 27 Theo Hewes. J Wim Bostasin Sec Johnstown N Y Adirondack Poultry and Pet Stock Club Nov 24 to 27 Frank Randall pres H J Quilhot sec Kalamazoo Mich S W Mich P Assn Dec 28 to 31 H A Bridge j C W King sec Kansas City Mo Mid-Continental P Assn Dec 23 to 30 F M Slutz sec Kirksville Mo North Mo P and P S Assn Nov 15 to 17 E M Durham sec La Plata Mo Lanarck Ill N W Ill Poul Assn Jan 3 to 8 G W Sword sec Lansing Mich Central Mich P Assn Dec 20 to 20 M Sec Lansing Mich Central Mich P Assn Dec 20 to 20 M Sec Lansing Mich Central Mich P Assn Dec 20 to 20 M Sword sec Lansing Mich Central Mich P Assn Dec 20 to 20 M Sec Lansing Mich Central Mich P Assn Dec 20 to 20 M Sec Lansing Mich Central Mich P Assn Dec 20 to 20 M Sec Lansing Mich Central Mich P Assn Dec 20 to 20 M Sec Lansing Mich Central Mich P Assn Dec 20 to 20 M Sec 20

W Sword see
Lansing Mich Central Mich P Assn Dec 20 to
25 H A Bridge j Chas A Crane see
Leavenworth Kas Nov 24 to 26 T W Southard j

25 H A Bridge j Chas A Crane sec Leavenworth Kas Nov 24 to 26 T W Southard j H C Short sec Lebanon Mo Laclede Co P Assn Nov 29 to Dec 4 F W Hitchcock J Geo H Hinds sec Lenox Mass Berkshire Co P P and P S Assn Jan 11 to 13 L H Peters sec Liacoln Ill Logan Co P P and P S Assn Dec 21 to 24 A B Shaner j F A Hickman sec Lisbon O Beaver Falls Poul Assn Jan 25 to 28 Seth P Scott sec Little Rock Ark Arkansas Poultry Assn Dec 1 to 4 H B Savage j W H Westbrook sec Pine Bluff Ark Logansport Ind. North Central Ind P and P S

Seth P Scott see
Little Rock Ark Arkansas Poultry Assn Dec 1
to 4 H B Savage j W H Westbrook see Pine
Bluff Ark
Logansport Ind North Central Ind P and P S
Assn Jan 19 to 25 S D Brandt see
Los Angeles Cal Los Angeles Co Poultry Assn
Jan 10 to 16 Henry W Kruckeberg see
Louiswille Ky Kenucky State P Assn Jan 10 to
15 H A Bridge J Y Bicknell JJ J R Mount see
Lagrange Ky
Mansfield O Mansfield P P and P S Assn Dec
29 to Jan 1 C W Rtz see
Miamisburg O Miami P Assn Dec 1 to 6 H A
Bridge J Oliver L Dosch see
Milford N H Milford P and P S Assn Jan 10 to
12 W D Sargent see
Milford Mass Norfolk Co Poul Assn Dec 14 to
17 W H Pyne seey
Moline III Western III P and P S Assn Nov 23
to 27 Chas F Kammerer see Rock Island III
Mt Ayr Iowa Ringgold Co P Assn Nov 24 to 26
W S Russell j W B Burleigh see
Nashville Tenn Tennessee Poultry Pigeon and
Pet Stock Assn Jan 11 to 15 J M Honkins see
New Haven Conn New Haven Poultry Assn
Dec 29 '87 to Jan 1 '9S N D Forbes see Montowese Conn
New London Conn Eastern Connecticut P Assn
Dec 15 to 18 Chas B Smith acting see
Northville Mich Northville Fancy Poul Assn
Dec 15 to 11 A D Brooks see
North Adams Mass Hoosac Valley P and P S
Assn Dec 15 to 14 A B Nichols cor see
Oakland Cal Pacific Poultry and Pigeon Assn
Dec 9 to 14 1897 Frank Seed see San Francisco
Oneonta N Y Oneonta P and P S Assn Nov 30
to Dec 3 Arthur J Relvea cor see
Ottawa Kan Franklin Co P Assn Dec 30 to Jan
4 John C Snyder j Mrs D F Heiser see
Ottumwa Ia Des Moines Valley Poul Assn Dec
17 to 24 C W Wixey secy
Owensboro Ky Owensboro Poul Show Dec 29
to Jan 1 Hugh A Gilbert see
Oxford O Oxford Poultry Assn Nov 23 to 26
Henry D Gath see
Palmyra III Palmyra H Club Dec 21 to 24 F W
Hitchcock j S A Rigg see
Parsons and E P Assn Dec 8 to 12 J W
Wale j E E Johnson see
Parsons Kas Parsons and E P Assn Dec 7 to
10 B N Pierce J J R Alexander see
Peabody Mass Essex County Poul Assn Jan
5 to 8
Peoria Ills Peoria Feathered Stock Assn Jan 4
Peoria Ills Peoria Feathered Stock Assn Jan 4
Pooria Ills Peoria Feathered Stock Assn Jan 4

Peabody Mass Essex County Poul Assn Jan 5 to 8
Peoria Ills Peoria Feathered Stock Assn to 8 Dr J Oglesbev Gable sec Peoria III
Peoria III Peoria P and P Assn Jan 4 to 8 Geo O Brown J T A Godel sec
Pittsburgh Pa Pittsburgh Fanciers Club Jan 10 to 15 W F Barclay sec 1520 Fifth ave
Princeton III Central Illinois P Assn Dec 20 to 25 A C Rest sec

Princeton III Central IIII 25 A C Best sec
25 A C Best sec
Prophetstown III Rock River p Assn Dec 7 to
II W W Moyer sec
Providence R I Rhode Island P Assn Dec 8 to

Providence R I Rhode Island P Assn Dec 8 to 11 H S Babcock seey liverside Cal Riverside County Poultry Assn Dec 9 to 11 1897 V Tresslar sec Riverside Rochester N Y Rochester P P & P S Assn Jan 10 to 15 John J Beveridge sec 88 Lowell street Rochester N Y Rochester Fanciers Club Dec

Rochester N Y Roches'er Fanciers Ciup Dec 20 to 2: J F Tallinger see Rockford Ill Northern Illinois P Assn. Jan 10 10 15 McClave J A H Currier sec Sacramento Cal Kennell Assn Dec 1 to 5 1897 Matt Coffey sec

Kennell Assn Dec 1 to 5 1897 Matt Coffey sec Sacramento
Sandusky O Associated Fanciers Assn Dec 2 to 24 E G Rogers sec
San Jose Cal santa Clara Valley Poultry and Kennel Club Nov 22 to 27 1897 C R Harker sec Santa Ana Cal Orange County Poultry Assn Dec 897 Mrs Flora McFadden sec Santa Ana Sedgewick Kas Harvey Co Poultry Assn Dec 6 to 11 W M Congdon sec C H Rhodes J Seneca Falls N Y Seneca Poultry and Pigeon Assn Nov 29 to Dec 2 Fred Hobel sec Seymour Conn Seymour Pand P Assn Dec 22 to 25 H D Hendrick sec Shelton Conn Shelby N C Dec 7 to 10 F J Marshall and F E Hege judges K L Simmons sec Spartanburg S C Piedmont Poul Assn Dec 15 to 19 Geo H Northrup and F I Marshall judges B W Getsinger sec Springfield O Springfield Fanciers Assn Dec 28 to Jan 1 Chas McClave j W H Holmes sec

St Louis Mo St Louis Fanclers Assn Dec 13 to
18 J H Ahrens sec Butterfield and Bridge J
Sturgis Mich Sturgis P and P Assn Dec 26 to 25
St Johnsbury Vt Vermont P and P S Assn Jan
25 to 28 F M Ranney sec
Tacoma Wash Tacoma P Assn Dec 26 to 31
Stephen Holbrooke sec
Titusville Pa The Titusville Poultry Assn Dec
14 to 17 C M Hayes sec
Topeka Kas Western Pigeon Club Dec 14 to 21
F M Gilbert J M F Hankla sec
Toronto Canada Toronto P P and P S Assn Dec
16 to 20 R Durston sec 42 Austin ave
Troy N Y Hudson Vallev P P and P S Assn Dec
19 to 15 Warren T Lord sec

oto 15 Warren T Lord sec
Vaco Tex Texas State Poultry Assn Dec 28 to
31 Felch Owen and Savage judges R A Car-

31 Felch Owen and Savage Juoges uthers sec Waco Tex H P Savage and A P Miller judges Nov to to 12 'S K Ltrecker sec Ware Mass Ware P and P S Assn Jan 5 to 7

Ware Mass Ware Pand P S Assn Jan 5 to 7 W H Rivers sec
Washington C H O Southern O P Assn Jan 11 to 15 W R Dalbey sec
West Chester Pa West Chester P and P Assn Dec 15 to 18 G O Brown and A E Warner judges F D Reid sec
Wichita Kan Associated Fanciers of the Arkansas Valley Dec 8 to 11 Theo Hewes j J R Dutton sec
Wilkesbarre Pa Wilkesbarre P P and P S Assn Dec 27 to Jan 1 E S Kirkhuff sec
Winslow III Dec 6 to 11

Winslow Ill Dec 6 to 11 Xenia O S W Ohio Poul Assn Jan 19 to 24 A

-೨೯೯೯ಽ೨೨೨೨೨೨೨೨೨೨೨೨೨೨ convencions.

Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason trace of the property of t

keeeeeeeeeeee{ee}eeeeee_e Baltimore Md American Pharmaceutical Assn

Baltimore Md American Pharmaceutical Assn Baltimore Md Supreme Council of Chosen Friends 3d Tuesday Sept 1899 S K Wagner supreme see Phila Pa Boston Mass American Poultry Assn July 18 1898 Boston Mass Sovereign Grand Lodge I O O F 1508

Boston
Boston Mass Ancient Order Hibernians July
1898 Jas O'Sullivan nat see Philadelphia Pa
Chattanooga Tenu National Educational Assn
Feb 1898
Chautauqua Lake N Y American Assn of Librarians 1898 Melville Dewey see Albany N Y
Chicago Ill. National Association Moulding
and Picture Frame Manufacturers. Dec 15,
Chicago Ill First Church of Christs Scientists
Nov 14 and 15

Chicago III Filis Church of College Nov 14 and 15
Chicago Illinois Agr Fair Colliseum November
Cincinnati O Annual Convention of Master
Horseshoers Oct 11 1898 W J Moore sec Pitts

Cincinnati O Anual Convention of Master Horseshoers Oct 11 1898 W J Moore sec Pitts-Purg Pa
Cincinnati O Triennial Meeting General Grand Chapter Sept 1900
Cincinnati O Saengerfest Jubilee 1890
Cincinnati O Catholic Knights of Ohio 1898
James A Dailey sec Toledo O
Cincinnati O Grand Council R A M Sept 27
1898
Cincinnati O Grand Chapter Sept 28 und 29 1898
Cincinnati O National Embalmers' Assn 1898
Cincinnati O Supreme Council Aucient Accepted Scottish Rites Sept 20 1898
Cincinnati O Beta Theta Pi Frafernity Ar..ual
Convention July 1898
Cincinnati O National Laundrymen's Assn 1898
H W Stoer sec Cleveland O
Cincinnati O National Eucampment G A R Aug
1898

H w Stoer sec Cleveland O
Cincinnati O National Eucampment G A R Aug
1893
Cincinnati O Grand Court Ohio Foresters 1893
Cincinnati O Brotneihood of Locomotive Firemen Jan 21 J V Reynolds sec Cleveland O
Cleveland O American Historical Society Annual Convention Dec 28 to 30
Cleveland O Brewmasters' National Assn Sept
1808

nual Convention Dec 28 to 30
Cleveland O Brewmasters' National Assn Sept 1898
Columbus O Masonic Grand Lodge Oct 1898
Columbus O Welsh Eisteddfod Jan 1 1898
Cortland N Y State Dairymen's Convention Dec 10 1897
Council Bluffs Ia Interstate Sheriff's Convention 1898 W C Davenport see Sioux City Ia Cynthiana Ky National Fox Hunters' Assn Nov 15 F J Hagan see
Dayton O Southern Diocese of Ohio Convention Bishop Vincent Cincinnati chairman Dates not set
Detroit Mich American Society of Civil Engineers July 1898
Detroit Mich Sanitary Convention Dec 9 and 10 1897
Elmira N Y National Convention of Police and Alarm Superintendents Aug 9 and 10 1897
Evansville Ind State Y M C A Nov 4 to 7
Grand Rapids Mich Railroad Master Blacksmi hi's National Convention 2nd Tuesday. Sept 1898
Harrisburg Pa Patrons of Husbandry Nov 10to 20 Indianapolis Ind Convention Improved Order of Red Men Sept 1898
In lianapolis Ind Convention Improved Order of Red Men Sept 1898
Indianapolis Ind National Laymen's Convention Me Church Oct 1898
Indianapolis Ind National Convention Epworth League 1899
Kansas City Mo Colored Baptists Sept 1898

League 1899
Ransas City Mo Colored Baptists Sept 1898
Kansas City Mo American National Baptist
Convention

Louisville Ry Junior Order United American Mechanics 1898 Edward S Deemer nat'l-sec Philadelphia Pa Milwaukee Wis National Builders' Assn Feb = 1898 Wm H Sayward sec Boston Mt Clemens Mich Convention of Gas Men May

Petruary 28 to March 5, 1808 Alfred Chasseaud manager
New York City National Music Teachers' Assn 1898 James P Keough sec New York City
Niagara Falls Pan-American Exposition May 1 to Nov 1 1899 R C Hill see Buffalo N Y
Omaha Neb National Assn of Postal Clerks 1898
Omaha Neb Sons of Veterans National Encampment Sept 1898 Charles K Darling commander-in-chief
Omaha Neb National Eclectic Convention 1898
Omaha Neb American Institute of Homœpathy
June 1898

Omaha Neb National Road Parliament 1898
Orlando Fla National Good Roads Congress
Feb 2 1898
Paducah Ky Eclectic Medical Assn Nov 16 to 17
Philadelphia Pa German American Journalists!
Assn Date not decided
Philadelphia Pa National Convention Master
House Painters and Decorators of the United
States Feb 12 to 14 1898
Philadelphia Pa National Assn of Agricultural
Impliments and and Vehicle Menufacturers
1898

Pittsburg Pa Grand encampment of Knights
Templars 2d Tuesday in Oct 1898 W B Melish
Fr Junior Warden
Pittsburg Pa National Brick Manufacturers
Feb 1898 T A Randall sec Indianapolis Ind
Richmond Ind National Conference of Friends

Aug 1898
Rochester N Y Jubilee Celebration of 50th Anniversary of Spiritualism, June 1 to 8 1898
Rock Island III Union Veterans Union 1898
Gen H L Street commander-in-chief Washing-

ton D C San Francisco Cal Northern Baptist Convention San Francisco Cal Northern Baptist Convention
1899
St Louis Mo Wholesale Drug Assn National
Convention October 1898
Syracuse N Y Semi-Centennial Oct 11 to 17
1898
Toledo O Letter Carriers' National Con Sept 5
1898
Toledo O Grand Army of the Tennessee 1898
Toronto Ont Annual Convention Keeley League
Aug 1898 Chas J Paddock see 269 Dearborn st
Chicago III
Washington D C National Convention I O B B

Chicago III
Washington D C National Convention I O B B
Jan 24 to 27 1868
Washington D C National Board of Trade Washington D C Rational Dec 14
Dec 14
Wheeling W Va Reunion of the Society of the
Army of West Virginia Sept 1838
Williamsport Pa Union Veterans Legion 2nd
Wednesday Oct 1898

Expositions.

Niag 1ra Falls NY Pan-American Exposition 1899 R C Hill sec Omaha, Neb. Trans-Mississippi and Interna-tional Exposition, June 1-Nov. 30, 1898

Dog Shows.

tem
Newton N C Eastern Field Trials Club Nov 15 S C Bradley sec Pawtucket R I Rhode Island Poultry Associa-tion's Dog Show Dec 8 to 11 F Otto supt

Horse Shows.

Chicago III Coliseum Nov 2 to 13 Cleveland O Central Armory Nov 2 to 6 J B Perkins manager New York City Nov 15 to 20 Entries close Oct 23



LARAMIE, WYO.
H. E. Root, Mgr. Opera House and City bil
poster and distributor (lic'd), 150 3d St. 9797

WILLIAMSPORT, PENN'A

Bill Posters

Can make money—good money—by acting as our agents and selling our Posters to the retail merchants of their cities. & We pay a handsome commission on all orders. & We have posters for all branches of the retail trade. Also for Foot Ball, Masquerade Balls, Amateur Entertainments, Benefit Performances, Lodge Benefits, Lodge Dances, in fact, anything than can be advertised.

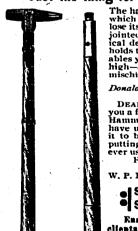
WRITE FOR SAMPLES.

FREE TO RECOGNIZED BILL POSTERS.

We also want to hear from capable young men desiring to travel on commission.

The Donaldson Litho. Co., CINCINNATI. O.

Jointed Magnetic Hammers Just the thing for Card Tackers.



The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high—away above the reach of mischievous kids.

mischievous kids.

Donaldson Lith. Co.,
Cincinnati, O.

DEAR SIRS: I received from you a few days ago a Magnetic Hammer in good condition I have used the same and find it to be the finest article for putting up signs that I have ever used. Yours truly,
FLEISCHMANN & CO.,

FLEISCHMANN & CO.

W. P. BULLARD, Agt. SAVES CLIMBING.

Enables you to give your

Friote. 36-in. handles, 2 sections, \$2.00 42-in handles, 3 sections, \$2.50

DONALDSON LITHO CO. Sole Agents, CINCINNATI.

CASH MUST ACCOMPANY ORDER. NONE SENT C.O.D.

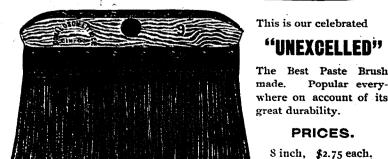
Bill Posters' Paste Brushes.

THE DONALDSON BRUSH

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

PRICES.

8 inch, \$2.25 each. 9 inch, 2.75 each. 10 inch, 3.00 each.



This is our celebrated

"UNEXCELLED" The Best Paste Brush made. Popular every-

PRICES.

Sinch, \$2.75 each. 9 inch, 3.00 each.

The Donaldson Litho. Co., Cincinnati.

Jointed Paste Brush Handles

Made Expressly For Traveling Advertising Agents.

Will fit inside of a bill trunk. Great convenience. HANDY. DURABLE. STRONG, RIGID.

7 feet, 2 sections, - - \$1.25 10 1/2 feet, 3 sections, - \$1.75

Donaldson Litho. Co. CINCINNATI.

Remit with order. None sent C.O.D.

WANTED, BILL POSTERS,

Agents, Programmers and Lithographers with SUN BROS. World's Progressive Shows. Address, SUN BROS., 535 Nebraska Ave., Toledo. Ohio.

FAYETTEVILLE, N. C. Hawkins Bros. Bill Posters and Distribu-tors. Lock Box 170. \$50.

THERE ARE OTHERS. But we dig ood work at a low figure.

NATIONAL DISTRIBUTING CO.,

15 and 17 Winder St., - DETROIT, MICH. Grand Rapids, Mich.

Jacksonville, Ill. 807 S. Main St. Wm. Burke, member of and recommended by U. S. Dist. Bu eau.

George M. Leonard, Reitable Distributes

HOWLAND Advertising Sign Co, Rome, N. Y.

Oswego, N. Y. F. E. Munroe, Licensed Bill Poster, Distributor and Sig Painter.

HILLSBORO, TEXAS.

Phillips Bros., City Bill Posters and Distributors,

Carlisle, ind. Sullivan Co., k. J Chilcote. Distributor.

Peru, Ind. Chas. W. Stutesman

Mattapan, Mass. D. L. Cushing Circular Distribu or and Gen. Advertiser.

PAULDING, OHIO.

F. W. French, Distributor. Work guaranteed

Brantford, can. POP. 17,000.

Chas M. Smith & Co., Bill Posters and Dis-tributors, own and control 20,000 feet of boards. Reliable distribution.

R. W. STORRS.

De Funiak Springs, Fla.
Can cover all West Florida outside of Pensacola in any manner desired.

The Adv. Novelty Co, 32, 34 and 36 E. 3d St CINCINNATI, OHIO. Manufacturers of and dealers in Domestic and Imported Advertising Novelties. Cards Calendars, Panels, Shapes, &c.

Cincinnati, O. Pop. 350,000.

Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, cincinnst

woodland, cal. Dietz & Glendenning, Bill Posters.

Fort Wayne City Bill Posting Co.

Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed. FORT WAYNE, IND. C. B. Woodworth. Manager.

OREGON SIGN CO.

Bill Posters. Distributors and Sign Paint ers Box 374, Oregon City. Oregon. \$59

Wilmington, North Carolina. Pop. 25,000.

Thos. P. Day & Co., Bill Posters and Distributor.

Waukon, Ia. Wm. S. Hart & Co. Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E lowa auly

WAUKESHA

Matter, and Tack Signs, throughout Waukesha County. Member of Will A. Moulton Distributing Agency. The

WAUKESHA WISCONSIN

BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

WILMINGTON, **DELAWARE**

Wilmington Bill Posting, Distributing and Advertising Co., ESTABLISHED IN 1853.

JESSE K. BAYLIS, GEO. W. JACKSON, PROPRIETORS. D. K. JACKSON, SUPERINTENDENT.

Own All Prominent Boards Throughout the City. Satisfaction Guaranteed on All Work.

OFFICE: GRAND OPERA HOUSE. DELAWARE

POPULATION, 75,000.

THOMAS KAIN, MANAGER.

88 SOUTH STREET, MIDDLETOWN, N. Y.

BILL POSTERS, DISTRIBUTORS AND GENERAL ADVERTISERS.

PROMPT SERVICE GUARANTEED.

CORRESPONDENCE SOLICITED.

Middletown is the Railroad and Commercial Hub of Orange County. Population, City, 15 000; County, 97,760. Members International Association of Distributors,

Wants bill posters, programmers and lithographers for the season of 1898.

> LEMEN BROS.. ARGENTINE, KAS.

Setter Bros. & Co.

Engraving Blocks. Rule. Reglet, Lumber.

Collins Center, N. Y.

FOR THE CIRCUS SEASON OF 1898. .

Sober, Experienced Bill Posters. Lithographers and Programmers: also Two Experienced Boss Bill MIGHTY MODERN

R.R.SHOWS

Two Cars Next Season.

J. H. LaPEARL, Danville, Ills.

We Print...

Posters for local entertainments, dances, etc. When called upon to furnish these, bill posters should examine our samples and price list. . .

We Make . . .

A specialty of doing this class of work, and can ship all such

We Can.

Furnish everything necessary--stands, three-sheets, one-sheets, dates, tickets, etc. Estimates furnished for any kind of printing. . . .

Send for our Catalogue.

. Hennegan & Co.,

Poster Printers . . .

Cincinnati, Ohio.

WANTED For the Season of 1898 with....

Ringling Bros.' World's Greatest Shows

100 Bill Posters, Lithographers and Programmers.

ADDRESS:

A. G. RINGLING, BARABOO, WIS.

WANTED, AGENTS, to sell our elegant

ADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

Novelty Department.

CINCINNATI. OHIO.

"Mr. Manager!"

"One Moment Please."

WF. paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho.

OUR artists are expert and up to-date. WE do bill posting, distributing and

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas. OUR boards, stock, labor and prices are

O. K.
WE have no alleys, back fences, "charlie boxes," boys or "bums."
WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

C. M. Smith & Co. Brantford, Canada.

Pepulation of City 17,000. County 50,000. Country 5,000,000.

Rutland, Vt., M. Kingsley, Owns and controls all bill 48 West St., Rutland Vt.

Press Clippings

Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for

> N. E. Newspaper Bureau. 146 Franklin St., Boston.

MILFORD, MASS.

Population, 10,000. W. E. Cheney, City Bil Foster, Distributor. 32 So. Bow street. Sole control of all bil boards in city and adjol-ing towns. 20 years' experience in this city Paggage and scenery truck express. fe-12

HENRY C.

PATERSON, N. J.

Bill Posters, Attention.

REVOLUTION IN PASTE.

Paste, Ic. Per Gallon.

NO FLOUR.

Will never sour.

Can be made in one minute.

Formula will be sent on receipt of \$25.00.

Address.

JOS. A. FANNING

No. 421 Central Avenue,

CINCINNATI, O.



YOUR PORTRAIT.

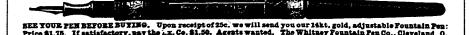
We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.

FRANK M. DEUEL.

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR. 187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population, 15,000.



Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's. n97

VANCOUVER; WASH.

Evansville, Ind. 75,000, Licensed

United Press News Bureau

We beg to announce that we have succeeded to and united the several ing Bureau.

eight large offices

the United State and Canada.

that we can fill any order entrusted to us.

Service equal to the best at a price as low as the lowest.

We solicit your patronage.

United Press News Bureau.

134 Van Buren St.,

C. F. Ansell, Mfg. Coupon Theatre Tickets and Diegram Ticket Racks. Lowest prices. Always on time. No mistakes. 155 Washington Street, Chicago.

Manning. S. C.

Distributor. T. M. Young, Manager. P.O.

Santa Fe, N. M. A. M. Dettelbach.

JOHN L. MARSH

Licensed Theatrical and Commercial Bill Poster.
Card Tacking and Distributing a Specialty.
All Work Guaranteed. Population, 5,000.

Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors, 197

In offering the services of the

business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipp-

We are now occupying a space of

With a carefully trained force of proficient readers

And have an exchange list that thoroughly covers every section of We feel no hesitancy in asserting

New customers we will serve on rial for two weeks, without charge, provided that if we get an order we harge from the start.

Respectfully,

THE CHRISTMAS BILLBOARD

The Christmas Special, out December 1st, next, will consist of 56 pages, handsomely illustrated and will have an illuminated cover, superbly lithographed in colors. It will retail at 25 cents each. The advertising rates will be to cents per Agate line, with 20 per cent additional for preferred position

LARGER ADVERTISEMENTS.	LITHOGRAPHED PAGES. Page 2 of Cover, in 2 colors \$100.00
Whole Page	Page 2 of Cover, in 2 colors
Half Page	Page 3 of Cover. in 2 colors 100.00
Quarter Page 15.00	Page 4 of Cover, in 8 colors 200.00
Eighth Page	Page 4 of Cover, in 8 colors 200.00 Double Page Center, in 8 colors 300.00

No deviations will be made from these prices, and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than November 15th. Last form closes November 22. Size of type page, $9\frac{1}{4}x11\frac{1}{2}$.

American bill posters, distributors, sign painters and fair managers, who are not subscribers, will have to send 25 cents for this issue, or buy it at that rate at the news stands. Subscribe now and receive it without extra cost. One year one dollar. Address

THE BILLBOARD PUB. CO.,

CINCINNATI, OHIO.



DENVER, COLO.

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and ad-vertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Puebla, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

ACCOUNTICS. • • •

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Asso ciations, together with original inquiries and investigations. The most eminent accountants are contributors.

SCIENCE OF ACCOUNTS. ART OF BOOK-KEEPING.

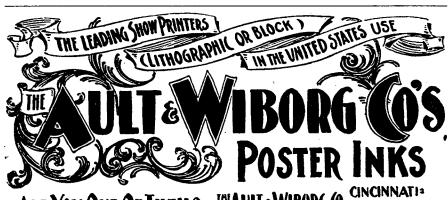
ACCOUNTICS answers questions in higher accounting and book-keeping practice; contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully printed; edited by A.O.KITTREDGE. Subscription One Dollar a year. Accountics' Association.

WOOL EXCHANGE, NEW YORK.

service guaran teed at all times

OUT-DOOR ADVERTISING The only exclu-IN ALL ITS BRANCHES.

W. H. CASE, MANAGER. ___FORT WAYNE, IND.



HOWARD N. HOLSHOUSER,

City Bill Poster and Advertising Agent.

I Control All Bill Boards in Town, And Guarantee Honest Work.

COVINGTON, TENN.

TRENTON, New Jersey

The Trenton Bill Posting Co. Owrs all Billboards in the city and suburba Population 70,000. I guarantee the value of all Bill Posting and Distributing.

WM. R. WILLIAMSON, Manager

Aurora, Ilis. B. MARVIN. Bill Poster and Distributor. Circuit, 16 towns. Pop. 60,000.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents,
Work promtly and properly executed.
WOODWORTH, Mgr. FORT WAYNE, IND.

BANGOR Me. and Neighboring Cities. Pop. 40,000. vice at bottom rates. Write me for esti-mates. E. A. Campbell, 17 Park St. n97

TROY, ILL.

F. C. Gates. Bill Poster and Distributor. Reference furnished.

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service

Scranton, Pa. 654 Deacon. J. H. Beltz, member I. A of D., samples put out, circulars distributed, signs nailed up. Work is guaranteed. 200,000 people in Lack-awanna County.

_athe_spiritualistic sensation? SECRET and APPARATUS for Raising an ORDU ARY TABLE. Can be performed with

not be detected, and prepaid on receipt of 50 Cm.
BEMJ. J. MUTSCHLER & CO.
Dealers & Importers in MAGICAL

VIRGINIA.

GOLDSMITH BROS. IOS. M. GOLDSMITH. 🚜 IAKE GOLDSMITH.

OPERA HOUSE MANAGERS AND CITY BILL POSTERS FREDERICKSBURG. VIRGINIA.

Best Boards, Best Stock, Best Localities, and most important of all, Best of References.

Population 6,000. Drawing Population 50,000

Only Licensed Bill Posters, Distributors and General Out-Door Advertisers.

ALL WIND

the small city bill poster. They only send paper to him when forced to by the advertiser. They inevitable send it to large cities so that their commiss be collected in greater bulg. If Sam Hoke or any other solicitor will guaran tee us the paper we will build boards

enough to make this town look circused

NOON BILL POSTING CO... MARBLEHEAD, MASS.

Meridian, Miss., Pop. 15,000 L. D. Hoffer, city bill poster and distribu-

ESTABLISHED 1876.

CHARLES W. YORK. Bill Poster and Distributor.

HAVERHILL, MASS.

I make a specialty of Distributing. Reference if required. ¶97 ****

Blancy Wm. E., Expert Ad Writer Bidley, Station T, Boston, Mass.

Southern Press Clipping Bureau, Atlanta, Ga.

Newspaper Press Clippings for Trade Papers, Manufacturers and Advertisers. Also list of names for circularizing.

MEMPHIS, TENN. Van Beuren & Co., Bill Posters and Distributers, 224 Second street.

THE MANHATTAN PRESS-CLIPPING BUREAU.

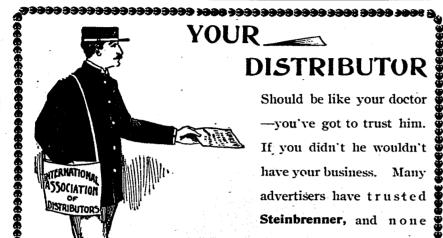
NEW YORK.

Knickerbocker Building. No. 2 West 14th St., New York.

Supplies press clippings for Trade Jour-nals, and on all subjects. Best facilities. HON. CHAUNCEY M. DEPEW

You have the best facilities of anyone in the field in your business.

Delaware, O. G. D. McGuire. City Bill Poster and Distributor.



YOUR____ DISTRIBUTUR

> Should be like your doctor -you've got to trust him.

If you didn't he wouldn't have your business. Many

advertisers have trusted Steinbrenner, and none

have regretted it.

W. H. STEINBRENNER,

ROOM 609 LINCOLN INN COURT, 519 MAIN ST.,

CINCINNATI, O.

TRY THE NATIONAL DISTRIBUTING CO. UP-TO-DATE DISTRIBUTORS AND TACKERS. 15 AND 17 WINDER STREET, - - DETROIT, MICH.

The W. D. Husted Advertising Co.

MCCALL, AD WRITER, SARATOGA SPRINGS, N. Y.

Town and BILL POSTERS. Distributors, Bulletin Sign Painting,

Out door Advertising of every description Office: 67 Main Street.

MANSFIELD, TIOGA CO., PA.

E OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN . . .

MANSFIELD. The leading town in the "Northern

Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

<u>ୌରୀର[ଞାର୍ଗ୍ରାର୍ଗ୍ରାରୀର[ଜାର୍ଗ୍ରାର୍ଗ୍ରାର୍ଗ୍ରାର୍ଗ୍ରାର୍</u>



ECONOMY

The only way that the modern man can make money is by spending it—spending it wisely.

Money spent in labor saving machinery is

THEY ARE MONEY MAKERS.

J. H. DAY &

Kansas City, Mo. and her suburbs Combined population 300,000. 60,000 pieces does it all. Send the matter to the MIDLAND ADVERTISING CO. (member I. A. of D.), Jos. REID, Manager, 617

BELVIDERE, ILLS.

Grand Ave, Kansas City, Mo.

Fred. Wiffin, Bill Poster, 312 Caswill St. 557

What is worth doing at all, is worth doing well.

JOHN H. JONES

Best facilities for distributing, sampling, sign tacking—card, tin or steel. Population. 500,000. Dwellings, 85,000. Member I. A. of D. Office, N. W. Cor. flount & McHenry Sts.,

BALTIMORE, MD.

Laconia, N. H. Pop. 15,000.
Folsom Opera House, Driving Park and
Show Grounds J. F. Harriman, Manager.
Owns all boards in the city and suburbs.

WE WANT YOU...

To become a subscriber to UP-TO-DATE IDEAS, because we believe it will be beneficial to you, and, again, because we want 50 cents for a year's subscription

IT WILL PAY YOU

To subscribe for UP-TO-DATE IDEAS. It has many good suggestions every month which will be worth much more than thei cost to you,

SAMPLE COPY SENT FREE.

UP-TO-DATE IDEAS PUBLISHING CO. GRAND ISLAND, NEBR.

Po'keepsie. N.Y. 24 Mechanic St. M. F. Sprenger, The Honest King Bill Pos-ter and Distributor.

HIGGINSVILLE, MO. Pop. 5,000 The Greatest Country on Earth.

RIGG BROS.,

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

Atlanta, Ga. 124 Haynes St.

Wm. Peden, Advertising Distributed, Signs tacked up in this and adjoining coun-ties, \$1.00 per 1000 and up.

C.F.Bangasser&Co. CITY BILL POSTERS AND

DISTRIBUTORS, Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38 MCMINNVILLE, OREGON.

Kansas City, Mo. Pop. 300.000.

Midiand Advertising Co., Joseph Reid, Mgr Distributing, Tecking. Reliable Mcn only All towns in Jackson and Wyandotte tos. Mem International Ass'n of Distributors.

KEEPS YOU POSTED.

We read practically all the daily and weekly newspapers of the country, receiving them direct from the publishers and cutting out those items of designated interest to our clients at

All the latest literature on any subject selected at

your order.

Material for trade and class papers, addresses for the catalogues, booklets and printed matter of business houses, personal mentions, articles for speeches, lectures, sermons, books, obituary notices, advertise ments, etc., etc.

ments, etc., etc.

Sending you clippings from our New York and Chicago offices direct, if so desired, as well as from our main office in Boston, we can get clippings to you more fresh than those furnished by others.

write for further data

which are the and prices, which are the lowest, work considered, of any bureau in existence.

THE NEW ENGLAND **MEWSPAPER BUREAU.**

146 Franklin St., Boston

Oakland, Cal. Belasco & Co., Bill Posters and Painted

Rusiness

Mailed free to all mentioning this advertisement BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Manufacturing

To read BUSINESS is a liberal commercial education in itself.

The office of BUSINESS is to be in every office.

Monthly, \$2 a year. Address

BUSINESS PUBLISHING CO,

13 Astor Place, New York.

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

L. A. DANIELS, City Bill Poster and Distributor. SANTA CRUZ, CAL.

POPULATION 8,000. Member International Bill Posters Association of United States and Canada.

STERETT Show Printing Co. San Francisco, Cal

Tucson, Ariz 2,000 ft. of boards WM.REID, Box. 148,

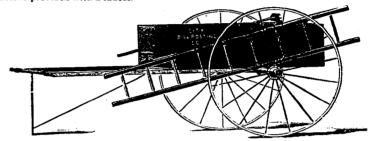
Butte, Mont. W. E. Kendrick, Bill poster and sign advertiser. P. O. box WAGONS AND CARTS

BILL POSTERS AND DISTRIBUTORS

You can get a wagon built by a village blacksmith, and doubtless, too, you could get a saddler to make you a pair of shoes, but what is the use when you can go to a firm who make a specialty of the very thing you want. We can give you a better vehicle for half the price you will pay at home. 22002

Bill Posters' Push Cart.

Great for small towns and short routes in cities. This style of cart enjoys great favor among the bill posters of England, where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles. It is equipped with paper bin, poste tank and water tank. The tanks are lined with zinc, and the one which contains the water is provided with a faucet.



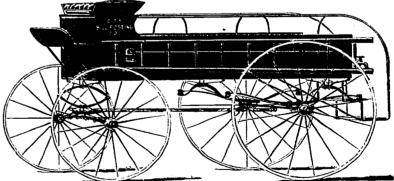
They are beautifully painted, substantially built. Will last a lifetime, and I sell them at the phenomenally low price of at the phenomenally low price of painting firm name on the sides.

Bill Posters' Pony Cart.



Light strong and durable. This vehicle is bound to find favor. It is the handlest thing imaginable. Has paste tank, water tank, etc., and we furnish complete for the remarkably low price of

Bill Posters' Wagons.



We make them in almost infinite variety. We have them with shafts and with poles, in and without tops, in fact in every style imaginable. This is one we make in three s, at the following prices, viz:

A-\$90.00. B-\$100.00. C-130.00

JOHN H. MICHAEL, Manufacturer Bill Posters' Vehicles,

225, 227, 229 East 8th St, CINCINNATI, O.

We have just completed a new distributor's wagon. It is a marvel of convenience and utility. Photos free to intending purchasers.

ADVERTISING MANAGERS:

Do you know that New Hampshire will be the Mecca of thousands of well-to-do people, during the coming hot months. They go there to while away the time, to be comfortable and have no cares.

Have You got Anything to Call their Attention to, while they are idle

Strike while the Iron is Hot!

We can reach all these people. Send us your booklets, samples, or circulars or any kind of advertising matter.

D.J Lefebvre Adv. Co. RELIABLE DISTRIBUTORS.

Box 483. Manchester, N. H. Keep Our Address For Future Reference.

W. E. Patton, Corinth, Miss, Bill Poster and Distributor. Reference furnished. Box 164.

LIMA, OHIO. Pop. 20,000.
W. C. Tirrili, City Bill Poster and Distributer. Work promptly done.

Chicago, Ills. J. A. CLOUGH. Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

Charleston, W. Va. Pop. 15,000 E. H. Carwithen, Distributor, Satisfaction guaranteed Six adjoining towns, n97

Chillicothe, Mo. Z. B. Myers, Owns all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay. Write him.

MILFORD, MASS. Pop. 9,000. STAVANGER, MINN.

Ole Holm, Bill Poster and Distributor. n97

Pittsburg, Pa. Pop. 500,000. Established 1892.
The "TWIN CITIES" Distributing Agency, DISTRIBUTORS,
Office 6, Sixth St. Branch, ALLEGHENY.
J. T. Hudson, Manager.

CHILLICOTHE, ILL. CHARVAT BILL POSTING CO.

HENRY CHARVAT, Manager. Seven Cities Covered. Population, 12,000. Correspondence Solicited. 3307

CITY BILL POSTING CO. HARRY B. BUSSING, Manager. NORWALK, CONN.

Jackson, Ga., C. A. Henderson & Co. Member I. A. of D., advertising agents, Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson. Fisnilis, Macon, Forsyth and Barnesville, includes popula-tion of 175,000.

TERRE HAUTE, IND. James M. Dishon, Distributing, (29 South 5th St.

LORAIN, O. P. J. SMITH.

Allen's Press Clipping Bureau

Offices, Rooms 3-4-5-6-7, 510 Montgomery St., San Francisco, Union Block, Portland, Ore.: 103 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico.

LONDON. ARTHUR CASSOT, Manager.

THE above cut shows one of our Paste Mixers for Bill is one of our regular patrons. HON, CALVIN S. BRICE:

Prices to suit all.*
Our catalogue tells all about them. It is sent free on application.

IS THE ROAD TO WEALTH."

was true, it has long since passed away. Certainly it is not true in these hustling bustling days. One cannot make money by saving it-

wisely spent. Spending money in this wise is making money. Our Paste Mixers will make more and better paste with less flour and labor

than any other in the market.

CO. CINCINNATI, O.

THIS IS NOVEMBER # #

Usually known as the month of Thanksgiving, and I shall get up right here and publicly thank the hundreds and thousands of the good bill posters of America, who have so well performed their part in helping me make billboard advertisers of some of the biggest concerns in the Union.

And I Also Want to Thank • • •

The scores and hundreds of members of the Association, who were so quick in writing and wiring me their assurances of disapproval of the Executive Committee's action at the October meeting. I think I have heard from them all by this time, with possibly a half a dozen exceptions. I won't do it, but some one has suggested that I should thank that Committee for for showing me what a vast number of friends I have in the membership.

Now is the Time * * *

That the advertiser usually begin to think of next year's appropriation, and to consider how to spend his money to the best advantage next year.

I Want to See # #

A few more of him, to tell him of the many good points in bill posting. And if there are some all ready to begin, and who do not know the best way of going at it, I am prepared to take entire charge of the work, and to so distribute the posters as to assure the very best returns.

And Now, Mr. Advertiser, * *

The bill posters have all learned, years ago, that an order from \$AM W. HOKE is just the same to them as the money in their pocket—provided the work is right. And that is one of the reasons that I advise you to you to place your appropriation in my hands.

Sam W. Hoke

LONG-DISTANCE BILL POSTER

197 W. 28TH STREET,

TELEPHONE.

NEW YORK.

© 1897 ©

Hennegan & Co. QUICK PRINTING

Make ...

If you want a Poster, or a Programme, or a Booklet for house to house distribution, you are not compelled to give it to a country office because you meed it at once.

POSTERS

POSTERS

And ...

Posterior of the average country printer will consum than the average country printer will consum than the average country office, it will generally turn out a monasscript makeshift.

If you send the order to us it will consum that it is placed with a country office. It will generally turn out a monasscript makeshift.

For usend the order to us it will cost you less seven with freight or express charges added). Than if it is placed with a country office.

THESE are facts. Try us, and be convinced.

CINCINNATI, O.

CINCINNATI, O.

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BIBILIBOA

OL. IX., No. 11.

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CINCINNATI, DECEMBER 1, 1897.

PRICE to CENT PER YEAR, \$1.0

UNE MYSTÈRE.

He had mastered metaphysic, He was learned in ancient lore ould spell tough words, like "phthysic;" And pronounce them, furtherm

He had fathomed every science, All philosophies and Every art and its appliance, All the medieval screeds.

He could understand old Sancrit Oh, but he was erudite! le could figure out the orbit Of the wildest comet's flight.

any complex syllogism He could easily explain, priental mysticism Never prased his mighty brain.

he never comprehended hough he struggled all his life he never once pretended hat he understood his wife.

THE HORNED TOAD EPISODE.

BY JOHN M. CRAYTON.

NTED An advertising sign painter who can paint cari-es—to go to the country. A with ideas can secure a good ion Call on Push & Drive, id 14 Skyseraper blk

ke a great rock in a y land, the above advernent loomed up before vision of a despairing, uraged young man in a p boarding house in a western city.

irley Vance had, ever his early youth, been ride of Totemville. He a handsome young man, winning manners; an upil at school; a leader athletic exercises and ife of every social gath-he attended. His facilspeech, quick wit and ess in acquiring know exaggerated his abilithe minds of the vi

s, and in prophesying in store for of less importance than the vocation reat lawyer or statesman. Being the child of a widowed mother who supd herself and child on the products r garden and orchard and a pension ed by a grateful country, as some neration for the life of her hasband iced in battle, he was much honored, yas allowed to follow the bent of his inclinations.

withstanding his many accomplish , Harley was averse to continued yment. After securing a job, he labor assiduously for a few days en, feigning sickness, he was off to ver, fishing or the forest, hunting.

only employment at which he labor with anything like assiduity iat of painting advertising signs for cal merchants, patent medicine venuid such "two dollar plints" men as that way and chose to svail them-

selves of his services. He had natural taste for this work and developed considerable artistic ability, which made his work much in demand. As this calling led him along green lanes and bright waters, with no taskmaster to forbid when he chose to lie down beneath some spreading beech and give himself up to building castles in the air, he spent much of his time at it, and his life was idyllic and

free from care. But one inauspicious day a cloud overspread this hitherto supny life. His dearest friend, and the one in whom all his happiness in life seemed to be centered.

become interested in the little teacher and learning of the hard life she led, had exerted herself in her behalf on her return home and secured her a situation as governess of the two small children of T. C'Toole, the millionaire porkpacker, at a salary that seemed to Fannie sufficient to gratify the wildest dreams of avarice. At first, the young man was inconsolable at the prospect, but as Fanny suggested that one of his parts and accomplishments could not fail to prosper in a city where the opportunities were greater than in the village of Totemville, he acquiesced, and

ideratum, and that 'city references' indispensible.

After tramping about the city, up s and down basements for a week with success, he was about to give ap in pair and disgust, when the "adlet" at head of this column caught his eye a was perusing the want columns of Daily Trumpeler. Without losing a ment, he set off for the number giver the advertisement. Arriving there found that Push & Drive were Profes of Publicity and Promotion, as they sty themselves, or, plainly speaking, at tising agents. When Harley called stated his business, Mr. Push, a que spoken, nervous, enegetic little man shortly: shortly:

ortly: ...'Can you paint?'' ...'Yes, sir;' 'replied Harley.

"Pictures"

"Tolerably well."

"Let's see you paint a picture of th horned toad," pointing to a picture on placard.

A brush and paint were furnished, a the young manideftly and quickly delir

ated an excellent reprodu

"Good, thry good," con mented the advising age "Now tell us who you a and your experience in the business

Harley gave him a succin account of himself, and af being subjected to consid able questioning, to which replied in a satisfactory ma ner, his interlocutor said:

"We are, as you, everybody else that rea tising fits We

a loss how to we wanted ate a demand for the "Horned To bran I of chewing tobacco in every cou in this state. We were succeeding mi ably until we struck Cohoon can There is not a mile of railroad in t county, and what is worse for us, th is not a newspaper chablished in the co ty, and none circulates there. We as the "Horned Tas of peopled to releas from that part of the contract, but t said 'No'. Why: Because; they said the less people tend the more tobacco; chew, and that is the county they to covered the worst. The only thing can do to save ourselves is to resort to paint pot and brush and circulars. I d have much faith in that sort of adv ing as a general thing, but in the a smart man who is up to shuff it u be made to wark. Now do you t you can originate signs that will be, ing and novel enough to get the podown there to talking about Ho tobacco

Harley modestly said that he was could; whereupon a bargain struck. Harley was to be furnished a team and wagon, painting in



was to go from his sight. Pretty blueeyed Fannie Scott announced that she had resigned as teacher of the Blue Lick school, where she had instructed the towheaded children of the district for several years, to accept a more desirable situation in the city.

Miss Scott was an orphan, who had gjudgingly been given a home at her uncles since the death of her mother. Subjected as she was to the tyranny of her aunt and cousins—girls of her own age her lot was anything but a happy one Harley and Fannie had been boy and girl lovers since the halcyon days when both attended the village academy, and the love and regard of the cheery, hopeful young fellow was the only bright spot in the unhappy girls life. Fannie thoroughly believed in Harley's superior abiland had supreme faith in his future

young lady who had come from the to spend the summer months had

resolved to also cast his lot in the modern Babel, as soon as he could make the necessary arrangements. Consequently, when his sweetheart had been absent several weeks and life without her seemed undesirable, he decided to at once go to the metropolis, and accept the first bank presidency or o her responsible and remunerative position offered him. Acting on this decision, he gathered his effects together, bade his mother a tearful good bye, and with almost the entire village at the sta-tion to see him off and bod him Godspeed he went out into the wide world.

After arriving at his destination he first

called on his affianced for inspiration, and the next morning began to seek for a aituation. But at every place he applied he found that some one juckier than him-self had been ahead of him. He also dis-covered that in all lines of bisiness em-playment, practical experience was a deto some extent upon your inducing the

natives of Cohoon county to buy 'Horned

Toad' plug. "We pride ourselve, on the fact that we could advertise a particular brand of brick dust for chicken cholera, and have every old hen-wife in the state clamoring for it in a fortnight. We want to sustain our reputation. If you succeed in creating the 'Horned Toad' habit among the Cohoonites, and it is evidenced by the dealers making liberal orders for it, we will give you a good bonus, and also-give you further opportunities. It all depends upon yourself, young man; good day."

The next morning, equipped with a good team and wagon and with a snug sum of money in his pocket, advanced to ay expenses, Harley Vance was off to his field of labor. Following the bent of his gypsy inclinations, as well as from motives of economy, he had provided himself with cooking utensils, with the intention of camping out on his travels and thus being independent of hotels. His wagon being a covered affair was to be utilized for sleeping purposes. After several days steady driving, our artist entered a hilly, broken country, with rough corduroy roads. Log cabins occupied every clear spot in the forest and perched on every hillside. Surmising that he was near the locality he sough, and inquiry confirming him in his surise, he mixed his paints and began oper-

Upon every bowlder, cliff, stump and nooth barked tree, he painted the caricature of a horned toad, with bright green body and red eyes. If the surface of the object painted upon was small the nicture was likewise, but when he came to moth proportions. After completing the hard and foot.

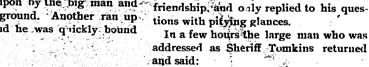
picture it was left without further embellishment, that the curiosity of the people might be thoroughly excited, when Har--ley intended going over the road again and adding the explanation -"Horned Toad Chewing Tobacco."

He had not worked long before a longhaired, bare-footed individual, clad in a hickory shirt, jeans pants and straw hat accosted him:

"Is there goin' to be a show some'rs, mister?"

In accordance with his plan to keep the people in suspense as to the meaning of the cartoon. Harley made an evasive reply, threw the questioner a sample cut of acco, and continued his work seemingly oblivious of his presence. Each passerby received the same unsatisfactory explanation of his object in thus defacing the natural scenery and like liberal treatment in the matter of free tobacco. When he had been engaged at the work about a week and had traversed almost all the thoroughfares, he began to notice that the people who passed him on the road or in camp, acted queerly. When he hailed them to bestow his sample plugs upon them they would receive them gladly, but seemed loth to tarry long. If he approached a cabin, the women and children would flee inside and fasten the door. Concluding that strangers were rare in that country and the people shy, he did not trouble himself to investigate the cause of their trepidation.

mind. He pleaded, threatened and expos-One morning, after having completed tulated in vain. His captor preserved the first part of his work, he was making strict silence, and vouchsafed no anpreparations to retrace his route and reswer to his questions or entreaties. lieve the people's suspense by painting Placing him in a wagon with a guard on the explanatory part of the advertisement either side of him and surrounded by After he had eaten his breakfast and horsemen the posse drove off with their hitched up his team, he was somewhat prisoner. An hour's drive brought them surprised to see a squad of men approachto the outskirts of a straggling town, ing his camp. Coming up to him a man of herculean frame, who seemed to be the the county seat, he having passed near it leader of the party, addressed some casu al inquiries to him, to which Harley, purthe little 8x10 jail, the prisoner was placed suing his usual tactics, replied at random inside, unbound and securely locked up. As he bent over a box to get some sam-The jailer who was left on guard was ples to distribute among his visitors he proof against the prisoner's overtures of was pounced upon by the big man and borne to the ground. Another ran up some large, smooth cliff it assumed mam- with a rope and he was quickly bound



"Young feller, the jedge wants to see you up to the cote house, and if you'll promise not to kick up any didoes, I won't tie you when I take you thar."

To say that the young man was fright-

ened would be putting it mildly. Visions

of robbery, murder, a lonely grave in a

deep, dark forest, passed through his

which Harley recognized as Hardyville,

ne days before. Driving directly to

The "young feller' promised and they started. As they passed up the street, it could be observed that near the whole population of the county had turned out to attend the trial, obsequies or whatever was in store for Harley

As they passed along exclamations of pity were freely expressed, especially from the feminine portion of the crowd. "Poor critter," said one, "and he looks so nice. too; seems a pity to put him in a nasty old

"Haf to do it, though, to keep him from doin' devilment," returned her companion. These remarks puzzled our hero more than ever, but when they arrived at the plain frame structure, dignified by the name of court house, the mystery was unravelled.

Upon his entrance, he was seated inside the bar, whereupon a particular old gentleman, who was addressed as Squire Bigler, arcse and addressed the court in the person of another uncouth old citizen who occupied the judge's bench:

"If yer honor please," began the 'Squire 'I appear hyar on the part of the people igainst this young feller, who is arraigned in front of you charged with bein' wild and distracted, in fact as crazy as a loon; against the statutes in sich case made and pervided and against the peace and dignity of the state. We therefore ask fur a lunaticyo inquirento on his body. His goin's on, 'cordin' to the tell of all the neighbors, was fearful to behold, and as he is dangerous to be loose and is squanderin' his property, we think it proper that you immejitly put him in the 'sylum. or some other place fixed fur sich crit-

"Have you any witnesses, 'Squire? The stato te which I've been reading pervides that there must be a reg'lar trial, same as in a hog stealin' case before you can send him up.

ters."

"Oh, ves; plenty of 'em," returned the people's attorney. Mr. Sheriff, call old Dad Pollock.' "Old Dad Pollock" was called, and a

benevolent looking old back woodsman shambled to the front and took the wi ness stand and was sworn.

"Now, Dad, you jest go ahead and tell in you own way all you know about this crazy feller, and what didoes you've seen him cutting up."

"Wall, 'Squire," said the witness, "it's nigh onto two weeks ago when my boys come home one evenin' with their pockets full of little plugs of store terbacker as good as I ever set my teeth onto. I ast 'em where they got it and they say a picter makin' feller was just reachin' it out free handed and fur nothin'to everybody that come along. That sounded kinder funny. so I goes over to whar they last seed him, and thar, begosh, the critter wuz, paintin away on some kind of a sarpint, sich as I see picters of in 'Pilgrim's Progress'. I kinder wanted to be friendly like so I walked up and says: 'Howdy?' He says 'Howdy' back. and I says, 'What be yer a paintin' of them har reptiles everywhar

"Fur the benefit of my health and the advancin' of my paterial prospecks, says he. Then heretched down into a sack he had slung to him and give me two or three hunks of keen spittin ternacker, sich as he had the boys. Several people come along thile I was thar, and he talked more for istness to them when they ast him what he was a doin', and then smoothed it over by handin' out a hunk of terbackers. Of course, him a goin' around the Kentry savin, sich silly things



was enough by itself to make one uneasy. Then when you think of him a layin' along the roads day in and day out, wastin' paint enough pictering out them dragons, or whatever they are, to paint this cote house, and actually givin' away swads of the best chawir, terbacker that you ever chawed in your born days, you will not wonder at us gittin' suspicious. So we planned to watch him unbeknownst to him, and we appinted five or six fellers to foller him and watch him. They are hyar and can swar to what they seed " Others were called and corroborated

the witness in regard to the mysterious pictures and lavish distributions of "good plug chawin', with many incidents calculated to impress the judge with Harley's

Like all artists, he was in the habit of stepping back after completing a picture, and taking a critical survey of his work, at the same time holding his paint bedaubed hands up before him to prevent the further soiling of his garments. This action his watchers had construed as an attitude of adoration and worship, and testified that "arter a picter of one of them thar critters was done he would pray to it like a heathen and idolator."

One witness gravely informed the court that he "once heerd him singing an outlandish hymn in heathen language afore one of them sarpints". The only words of the chant he could remember, he informed the court, were 'Ta rara boom de

On one occassion, Harley was so unfortunate as to stir up a yellow jackets' nest. The spies were too far distant to see the cause of his frantic efforts to divest himself of the wicked little pests, and jumped at the conclusion that he was undergoing a paroxism of insanity. In fact, every little Incident was tortured into evidence of madness by the inflamed imagination of those who had witnessed it.

The evidence in favor of the mental unsoundnes of the prisoner seemed to be conclusive, and the judge was about to render a verdict in accordance, when Harley sprang to his feet and asked to be heard. The sheriff remonstrated and endeavored to pull him to his seat, but the iudge interposed, saying:

"It won't do no hurt to hear what the young feller has to say. Let him talk."

Harley began by telling who he was and the nature of the business he was engaged in. He expatiated in glowing terms on the excellency of Horned Toad tobacco-describing it in glowing language and the grace of oratory acquired in the Totemville debating club, the sunkissed isles where the product grew, and detailed all the different stages it passed until it was turned out in Horned Toad plugs; delicious and stimulating and the best chewing tobacco ever sent to solace mankind. He represented it as being masticated by all the great statesmen, lawyers, ministers, poets and painters of

"But, my honest friends of Cohoon county," he said, "you have lived here isolated from the world; ignorant of the existence of this delicious and satisfying brand of tobacco. Your storekeepers have for years palmed off on you goods that are only chewed by the lowest class of Imople on side of your county. The kind hearted manufacturers of Horned Toad, whose wealth amounts to millions, sent me down here at great expense to bring this article to your notice. Instead of thanking them and going to your dealers, they readily and willingly acquiesced in, no other, you arrest me as a lunatic and

I look like a lunatic or talk like one? Is it not a fact that some of your tobacco dealers, not wishing you to hear of this great tobacco, have hatched a conspiracy stop my work and used you as tools to carry out their design?" He then proceeded to outline modern methods used in the exploitation of tobacco and other merchandise, and observing by the expression on the judge's face, that he comprehended and that he understood that a grave mistake had been made, he became bold and defiant. He raised his voice and expanded upon the great wealth of the corporation he represented; their anger and wrath at the treatment of one of their employes and the untold sums they would spend to prosecute criminally those who had caused his arrest, and the egregious damage to be wrested from the county for his illegal incarceration. As he dilated

glaring colors, which remains to this day. Young Vance returning to his work and the people to their homes in different parts of the county, the latter carrying with them an exaggerated report of the proceedings, and spreading it as they went. The male portion of the community did not neglect to stop at the cross roads groceries and upbraid the proprietors for their nefariousness in the matter of the inferior quality of the tobacco kept in stock and warned them that unless Horned Toad was at once put on sale their patronage was lost.

In ano her week Harley had completed his work and was on his way to the city. Upon his arrival he found a perfect ovation awaiting him. Both Mr. Push and Mr. Drive and also every attache of the establishment cordially welcomed him and congratulated him upon his success.

ter, highly eulogistic of their services and their success in Cohoon county; especially as a mark of their appreciation gave them charge of their entire advertising business in the West.

Push & Drive attributing the results secured solely to Harley's shrewdness, added a handsome present to the compensation agreed upon.

As Harley's efficient work had convinced them that there was great possibility in publicity by paint and poster in the hands of a capable man, they established a department devoted to this form of advertising, and put Harley in charge of it at a good salary.

When Fannie Scott was told of Harley's success she was not surprised—:he only. wonder to her was that the world had not discovered his great talent before

But a few months elapsed until the firm discovered that they had a treasure in their new employe, and advanced him

At Christmas he made a visit to his home and admiring friends at Totemville. Faunie was with him. It was their wedding trip.

CLEVER WORK.

John F. Otting, the hustling Newport (Ky) bill poster, recently engineered a most ingenious deal, which he carried to a highly successful termination at considerable profit to himseif.

Political campaigns had been more or less heated in the past in Newport, but the bill poster had profited little from the contention. The Republicans would put out a few one-sheets in the interest of the entire ticket. This move would be followed by the Democrats with a similar poster, and that ended it as far as the oillboards were concerned

At the beginning of the recent campaign Mr. Otting resolved to change the existing order of things. So picking out the most prominent candidate for his purpose, he preceded to the printing office of Hennegan & Co. and ordered, entirely at his own expense, a 24-sheet stand, announcing his man's name and the office he was running for. This was all he had on the poster, but the letters were big and imposing, and an attractive Lorder lent it a handsome unity.

He put it up on one of his best boards and then started after his man, his purpose being to surprise him and then quote him a price on ten, fifteen or twenty, a the case might be.

Before he got twenty feet away from the board he was called back by the opponent of the man he had billed and secured his order for ten stands, 60 days' showing, at association prices.

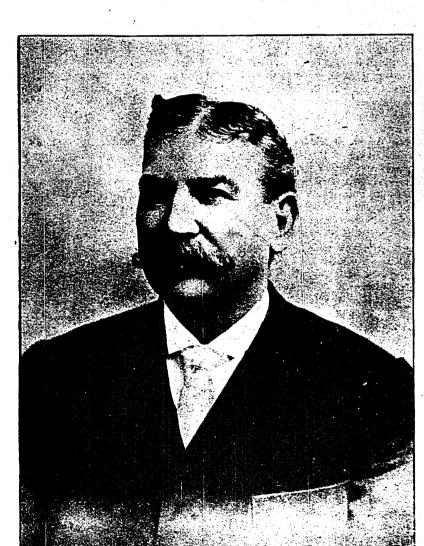
The first man then went the other five better, and ordered fifteen stands on the same terms:

Other caudidates trailed in, and both parties went poster mad. Otting's boards were soon all taken, and he was working ... and increased. Commercial travelers day and night on new ones in order to meet the demands of the politicians and take care of his theaters.

But try as he would, he could not keep up with the demand, and finally had to refuse not only stands, but even sniping. He simply had out every sheet that the town would hold.

And the moral of it all is, that a bill poster's head will earn more money than his muscle if he will only give it a chance now and then.

We know of several bill posters who could follow Mr. Otting's example with much profit to themselves, but we "ain't naming no names jest now."



GEORGE H. HOUCK.

property and other dire misfortunes that would follow the threatened suit, which he informed them would be brought in the Federal Court at Washington, consternation seized the taxpayers. He was summarily dismissed, and the county officials gathered about him and strove to mollify him and induce him to forego his intention of prosecution. At first, Harley was seemingly incxorable, but he finally agreed to refrain from mulcting the county, provided the authorities would give him the privilege of painting a levend reciting the excellence of Horned Toad tobacco on the court house wall immediately above the judge's bench and one above the door on the outside. This, and demanding Horned Toad, and taking and after distributing his entire supply of highly colored printed matter among the falsely and maliciously imprison me Do crowd he proceeded to paint the sign in

and enlarged upon the confiscation of

Harley did not at all understand the dem onstration of enthusiasm, but wisely kept his own council and awaited develop ments, which soon came. Immediately after the trial, orders had begun to flow in from Cohoon county, and had continued passing through that country heard the story of the arrest, trial and its outcome, and had carried the tale abroad considerably embellished and enlarged upon it. The newspapers had got it and it went the rounds, and the incident was talked of and laughed about in every hotel and on every railroad and steamboat line traversing the country. The affair was commented upon as a shrewd advertising scheme by knowing business men, and every word spoken or printed regarding the circumstances gave the tobacco just that much more publicity. The manufacturers wrote the advertising agents a let-

Although Ruskin said that bill posting was the only art left in England, it is probable that no other industry in England or America has suffered as much at the hands of æsthetes.

These well meaning but misguided persons, aided by a sensation hunting press, have caused bill posters endless inconvenience and annoyance. So persistent are the papers, at times it would seem that they were actuated by something more than mere motives of reform or news gathering. Their articles sound much like the snarl of hungry beasts. Many there are who say the press can no longer view any form of advertising with complacency save that which is found in their own columns. It is charged, and not without some color of truth, that they are ever ready to decry posters, bulletins and handbills. They are variously branded as cheap, uncommendable, illegitimate, or what you will.

Occasionally a publication is found, however, that is not edited from the counting room. The Illustrated American is such an one, as witness the following articles which appeared in a recent issue:

Is there not lurking somewhere, unformuiated, a natural law which might be called the law of the conservation of beauty?

At any rate, in the face of Lord Kelvin's rec t prophecy that our grandchildren will not know Niagara save as a giant in narness, we must turn for consolation to some such faith.

The ut tarian will see, in the subjugation of the cataract, only the turning of a vast energy into the channels of industry and manufacture. To him the singing of the saws and the humming of the spindles will sound, not the requiem of Niagara's dwindled glory and shattered beauty, but a note of ever increasing prosperity.

But others there are, and many, whose æsthetic sense is shocked at the thought of that terrible and magnificent torrent. which for ages has flung itself in splendid beauty over its precipice, being subverted to endles slavery, its channel left desolate, the cliffs robbed of its voice forevermore. Yet for even these is there not reconciliation in the thought that the spirit of beauty is among the eternal verities, a subtle essence that knows not

Physicists have taught us that energy. though is may elude our control, escaping and taking refuge in strange disguises, cannot be actually destroyed or diminished. Intuition hints that the same holds true of the shy and elusive spirit of beauty. It changes its expression, it shabits new forms, but it does not die o. fail.

Once men said that the railroads were killing the beauty and poetry of our landscapes. Now they know that the great locomotive engines, roaring through the gorges of the mountains and licking up the distances of the plains, has only given to beauty and poetry another means of

May not some similar compensation

had their way, and the precipice which now quivers under the rush of the world's most famous waterfall is bereft of its glory? For the wild surging rhythm of the falls we will have the rhythmic stroke of mighty pistons, the deep vibrant murmur of gigantic wheels. The bright, resistless strength of the cataract will still beat in the ominous pulse of huge machinery. And it may be that, for the seeing eye, there will be no beauty dead

Directly following the foregoing, and on the same page, they pay their respects to the newspapers in the following vein:

Nowadays, in the newspaper publishing business, the god behind the machine is the advertiser.

A few years ago the essential unit in the calculations of the newspaper publisher was the subscriber. To-day the subscriber fills a secondary, though important, place in the economy of the newspaper office.

Under the old order of things the buyer of the paper paid for the cost of its publication. Now the news sheet lives by its advertising patronage.

More particularly is this true of the big dailies. When the newspaper reader all over the country paid five cents a copy for his daily journal he was of importance enough to the publisher to demand first consideration. But when the shake up came which dropped the price of daily papers to the now generally prevailing rate of one cent a copy the subscriber's contribution toward the support of the paper became a comparative pittance.

It was obvious that a new source of in. come must be tapped—and the day of the ubiquitous advertiser began to dawn This shifting of bases once begun its progress was rapid.

The publisher withdrew his hand from the pocket of the subscriber and inserted it with increasing confidence in the purse of the advertiser, who submitted with good grace, while his hand in turn went back persuasively to the pocket of the subscriber.

I his new dependence of the daily paper upon the dollars of persons wishing to make known to other persons having dollars the virtues of themselves, their merchandise or their services, has not proved altogether detrimental to its quality as a purveyor of news and editorial comment.'

Competition and the jucreased advertising of his rivals compels the man who has goods for sale to spend money in making the fact known. His determination to spend this money where it will show the greatest results is the spur which urges the newspapers to the mark in interest and appeal. The advertiser pays his money to that paper through which he can reach the largest number of readers of the particular class which his communication most concerns.

Thus it has come to pass that to the newspaper publisher the real value of the subscriber lies in the fact that he serves as bait to lure the advertiser. For every advertiser who proves susceptible to the lure, others must follow in self-defense, await us when the master-engineers have until the goodly army is formed of those

from whose business rivalries and competitions comes the power which supplies laws of the state governing the character us dai y with thousands of dollars worth of news at a cost to us of exactly one

ERIE, PA.

The new ordinance recently passed at Erie, Pa., divorces bill posting and distributing. Commenting on it, The News of that city has the following to say, viz:

The bill posting ordinance recently enacted by the Councils has been approved by the mayor. The new ordinance does not go as far in the regulation of the distributing of advertising matter as the original ordinance, portions of which were declared illegal by the court. Indeed, there are those around the city hall who think it does not go far enough, and at a conference of several "lig-wigs" in the office of the chief of police the deficiencies of the new law were pointed out at length. The ordinance had been referred to the city solicitor to draw up a bill that would meet the objections of the court, and as presented by him it was passed by the Councils. Hereafter any person can distribute circulars, advertising matter, samples, etc., from house to house or on the streets and not have a license to do it either, and this applies equally to residents and non residents, the only restraint imposed on them being the restriction against the "litering" of the street.

From The Times, published in the same city, we copy the full text of the

BILL NO. 1431

Introduced by Mr. Gingenback.
An ordinance providing for the licensing and regulating of advertising by bill posting or painting in the City of Erie Pa

Be it enacted by the Select and Common Councils of the City of Erie, Pa.:

Section 1. That from and after the passage of this ordinance, no person or persons shall engage in the business of advertising by bill posting or painting in ihe City of Erie, except as hereina ter specified, unless the said person or perns shall have first been duly licensed by the mayor of the City of Erie.

Sec. 2. Any person of good character desiring a license shall be licensed by the mayor of the City of Erie to engage in the business of advertising by bill posting or painting for the term of one year from the date of said license, upon the payment of fifty (\$50.00) dollars and the filing of a judgment bond in the sum of five hundred (\$500.00) dollars, with two sureties, approved by the city solicitor. conditioned that the said licensee shall perform the duties of his office in good, proper and lawful manner, in compliance with the ordinances of the city and the of the matter posted or painted, and the manner of posting or painting of the same.

Sec. 3. The said licensees, their agents, officers and employes, while engaged in the act of posting or painting shall wear a badge with the following words conspicuously placed thereon, "Licensed Advertiser, Erie"

Sec. 4. Nothing herein contained shall be construed to authorize any person or persons to obstruct the streets, sidewalks and alleys of the city, or create any nuis ance therein, or prevent the posting of notices required by law to be posted.

Sec. 5. Any person violating the provisions of this ordinance shall be punished by a fine of not less than five (\$5) dollars nor more than twenty-five (\$25) dollars, and in default of the payment of such fine, such person shall be imprisoned in the lockup or common jail of the city for a period of not less than five nor more than thirty days.

Sec. 6. That any ordinance, or part thereof, conflicting herewith be and the same is hereby repealed

We do hereby certify that the above ordinance has been finally passed by the Select Council on November 15, 1897. By the Common Council on November 8,

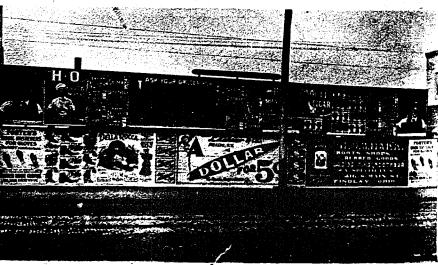
THOS. PICKERING,
President Select Council. J. W. LEECH, President Common Council.

T. HANLON. Clerk Select Council. SAM B. KENNEDY, JR., Clerk Common Council

Approved November 17, 1897. ROBT. J. SALTSMAN,

C. P. RODGERS.

C. P. Rodgers was born in Sidney, () July 21, 1854. At the age of thirteen years he commenced carrying papers for Wm. Yager, and in 1870 he bought the Enquirer and other paper routes from Vager and started into the general news business. In 1873 he formed a partnership with a Mr. Downs in the bill posting business. Mr. Downs sold his interest in 1875 to Wm. Shul, and two years later Mr. Rodgers bought out Mr. Shul. He has since owned and controlled the news and bill posting business in the town. Mr. Rodgers believes that he has one of the best towns, as well as prettiest, in Ohio, and is prepared to give the boys of the association a rousing welcome when they visit it next May. We sincerely hope that Mr. Rodgers will continue to enjoy the success he so richly deserves



Oliver's Pet Double-Decker, in Findlay, Qhia,

Grasset and Toulouse-Lautrec are the most ominent, as they have been instrumental in advancing the art to its present perihelion. Jules Cheret was the first to bring the poster into prominence, and it is quite agreed by critics and connoisseurs that he s still in the lead of his contemporaries. Enthusiasts refer to him as the "poster

poet," and many admirers call him the

Posters and Poster Makers.

France is generally accepted as the

pirthplace of the poster. The Parisian

maitres de l'affiche have brought this style

a advertising to its perfection. They

have experimented with it for more than

fifty years. The poster, however, is not

of Gallie derivation. Just when the first

poster was printed would be difficult to

determine. Mural decoration is centuries

old, and the poster is in the nature of a

mural design for all intents and purposes.

It is in fact, the oldest style of advertise-

ment. Since man has been able to ex-

press his thoughts in symbols, the thing

has existed. In the Neolithic age the

tribesmen drew quaint totems on the

rocks to express certain affairs of state.

We know, beyond the possibility of anim-

adversion, that the cave-dwellers used

wall decorations for a certain kind of ad-

vertisement or exchange, and the ancient

Egyptians had the germ of the idea when

they decorated pyramids and obelisks, and

drew their whimsical flat-tone designs on

the walls of Pharaoh's palaces. In the

Louvre is a papyrus which may be de-

scribed as a poster. It is dated 146 B. C.,

and deals with the escape of two slaves

from Alexandria, and offering a reward to

any one who should discover their place

of retreat. In ancient Rome the poster

was used for advertising purposes rather

extensively, especially by the actors. One

Roman tragedian went so far as to make

use of an illustrated poster to display his

talents as a mummer. He employed Cal-

lades, an artist mentioned by Pliny, to

portray him in his favorite parcs, in much

the same manner that Grasset depicts

Sarah Bernhardt to-day, or Lautree deline.

ates Yvette Guilbert. The difference be-

tween the ancient and modern is, after all,

only one of method. The principle is the

same, and it is because this principle is

vital that it has withstood the attrition of

It was in the Sixteenth Century that the

poster proper assumed an identity. Print-

ing was less expensive, and the ingenuity

of the printers was directed to the putting

of quaint little designs, by way of empha-

sis. Royal proclamations were decorated

heraldically, and the fair bills were em-

blazoned with curious drawings of ath-

letes and various wild and domestic anim-

als. These posters are valuable only to

the archæologist, as they can not be con-

sidered works of art; but they serve in

the tracing of the history of the poster.

Not until the middle of the present cen-

tury are there any important examples of

the pictorial poster. While the idea is

ancient, it is only in recent years that

distinguished designers have deliberately

attempted to make the poster a work of

art. In 1836 a well-known French arcist,

balance, produced a poster that may be

called the pioneer affiche. Only a few

copies of this bill, advertising a book,

Comment Meurent Les Femmes," exist

to-day. Immediately succeeding him was

Celestine Nautuiel, who designed an ad-

vertisement for an edition of "Robert

Macaire," dated 1837. Among the earlier

designers in France were Bertrand, Gay-

arni, Granville, Edouard de Beaumont, T.

11. Frere, Tony Johannot and Edouard

Manet. The last named artist is, to-day,

ne of the greatest of modern painters,

and it is interesting to note that his con-

the "Little Billee" of "Trilby.

the ages.

magician of the brush." We may make many allowances for the culogies of enthusiasts, but the most choleric can but admit the emphatic imprint of the artist on the French metropolis. It s difficult to conceive of Paris without its Cherets. The masses of variegated colors, rich blues, maddening yellows, brave reds and greens such as were never seen before on land or sea, greet one cheerily at every billboard, smile pleasantly, alluringly from the walls of every cafe. They arrest

a combination of pre-Raphaelism and the Japanese, principally the latter. He is a young Swiss by birth, a Parisian by adoption. His work is not affected by the Parisian point of view. In illustration he somewhat resembles Walter Crane. His designs are blocked out with broad black lines and are full of elaborate details. His sense of beauty and his love of decoration make it impossible that he should subordinate his design to pure commercialism. His superb representation of Bernhardt as Jeanne D'Arc, however, is an exception. His work is best known to Americans by his posters advertising the Napoleon articles in the Century.

The work of Toulouse-Lautrec is radically removed from the styles of either Cheret or Grasset. Lautrec is a realist and a philosopher as well. He does not

poster Cheret is the premier. Grasset is danseuse. Lautrec employed in its composition a scheme of color in which are found the pale sulphur hue of the primrose, the deeper yellow of the daffodil, the crimson of the tulip. The same artist has designed a poster for Yvette Guilbert, whose tall, thin figure is seen across the orchestra; her arms, incased in the famous black gloves, are crossed in front of her with characteristic nonchalance.

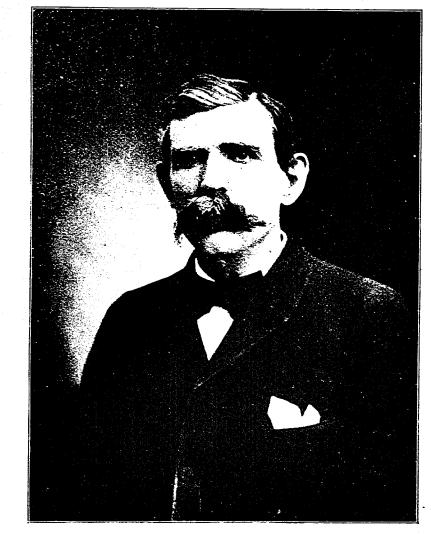
Frederick Walker was the first Englishman to appreciate the significance of the pictorial poster combining the requisite qualities of trade and testheticism. In 1871 he designed a poster for Wilkie Collins' dramatization of "A Woman in White." He wrote at this time: "I am impressed on doing all I can with a first attempt at what I consider might develop into a most important branch of art." His poster was a striking design. It represented a female figure clothed in white, stepping through a door out into the night. One hand is on the door; with the other she implores silence on some person unseen. This was Walker's only attempt at a poster. About this time Walter Crane essaved the art. as did Professor Herkomer, but the attempts were bungling.

In England the pictorial poster was practically dead between the time of Fred. Walker and the sudden appearance of Dudly Hardy and Aubrey Beardsley. That nothing succeeds like success holds good in the case of Aubrev Beardsley, who has flashed like a meteor across the artistic. firmament. No artist of to-day has been so discussed-more virulently condemned or so eloquently praised. As the expounder of æsthetic decadence, his work is open to attack. He expresses the putres point of view in a few marvelously deft ines. As a wielder of blacks and whites he has no equal; and this quality was instantly recognized by so good a critic as the late Philip Gilbert Hamerton.

The poster movement in this country is due directly to the influence of Cheret, Grasset and Aubrey Beardsley. The first American posters were designed as small sheet advertisements for books. They were not particularly pleasing the eye. In 1890 the Harpers published the first magazine poster. It was designed by Louis Rhead. In 1893 Mr. Edward Penfield commenced his interesting and highly original series, that has not yet ended.

Mr. Penfield is easily the first of cur designers, both in fertility of invention and originality of treatment. His posters are on a small scale, and are designed more for the purpose of placarding the windows and bookstalls than for the decoration of hoardings. His technical skill is very great, and he understands thoroughly the mission of the poster. Of the many designs that bear his name there is not one that does not " nost " Mr. Pen. field is still a young man. His best work

has not been done, by any means. Louis J. Rhead is another pioneer in the American poster field. I do not think I am liable to error in making the statement that he designed the first pictorial poster. He is an Englishman by birth and education. He was born in Etruria Staffordshire, and comes of a family of, artists. He early evinced a predilection for art, and his adolescent years were spent in his father's studio. Fis father was a strict disciplinarian, and, determining to make something out of the boy, he would lock him in the studio, giving him a task to be accomplished before being reased. At nineteen years of age he won national scholarship at the government art school, South Kensington, where h was thoroughly grounded in decorate for the Paris cafe chantant artist, Jane Avril. This grotesque design could not art. In 1883 he was offered a position fall to draw attention to her ments as a chief of the art department of D. Appl arts In 1883 he was offered a position



C. P. RODGERS.

attract you by color or design, but by the

compelling force of his insight into human

nature. His posters are at once realistic

and grotesque. He has some points of

similarity with Hogarth. His extraordi-

nary "Reine de Ioie" is one of the most

powerful posters ever designed. Two high

livers, one old and bald and well-groomed

are dining in company with a young wo-

man. She has a face irregular and per-

verse, the eyebrows too black and the lips

too red. She has leaned forward to kiss

the bald forehead of the older of her com-

panions. The whole thing is in broad

lines and masses of color. Lautrec is an

aristocrat by birth and education, and by

means of the ubiquitous billboard he is a

critic of the manners and morals of the

streets, the cafes, the chateaux and cou-

lisses. Another of his famous affiches is

the progress. They compelattention, and herein lies its vantage as an advertising medium. A poster that does not "post," however artistic, has no raison d' etre. This is Cheret's salient characteristic. The merits of the Saxoleine lamp, the value of a particular brand of medicine, are blazoned forth in bizarre colors that run riotously over the sheet, but, strangely enough, never clash with each other. He is opulent, vehement in his color schemes, but never harsh or vulgar. His subjects are full of iollity and movement, frolicsome creatures who seem to exist upon champagne. His chief delights are carnival scenes and masquerades.

rection with the poster was nearly contem-By many Eugene Grasset is regarded as oraneous with that of Fred. Walker, the the equal of Jules Cheret as a designer of wed English artist, more famous perhaps posters. The two men are antipodal in their methods, and it is manifestly unfair In the rather famous list of contempofor them to be compared. As a serious rary French artists who are doing illusdraughtsman Grasset may be superior, but from the commercial aspect of the trated poster work, the names of Cheret,

& Co. He came to America on this account, and, marrying an American woman, he became a citizen of the United States. He was with the Appletons seven years. He has exhibited in the Royal Academy, London; the Salon, Paris, and in New York, Boston and Philadelphia. He is a member of the Grolier Club of New York, and the Ex Libris Society of London. It was while making illustrations of Paris for an American magazine that Mr. Rhead's attention was first called to poster work. He visited Grasset's exhibition held in the Salon des Cent. He was greatly impressed by its possibilities. He saw an admirable opening for such in this country. He had at last found his true vocation. Returning to America, he tried his hand at artistic posters for different houses. Two years ago he held an exhibition at the Wunderlich Gallery, New York, which elicited the congratulations of the most prominent artists in this country. Since that time he has been engaged constantly on poster work. His work shows the influence of Grasset. He does not essay the comic, the vulgar. His faces and figures are of singular beauty. and his work is growing better with each design. Mr. Rhead lives in Prospect Park, Brooklyn, and his studio is unusually attractive, being filled with curios and bits of artistic work.

Will. Bradley's work is widely known. He has assimilated undoubtedly the manner of Aubrey Beardsley, though he is more refined in his subjects and even more elaborate in his treatment. He is partial to long curves and startling swirls, often beautiful as well as unintelligible. His best work in the poster line was done for the Chap Book. He was born in Springfield, Mass., and at present he is publishing a magazine called Bradley, His Book, in which his theories of decorative art are expressed.

With the exception of Edward Penfield. the most promising poster designer of this country is Miss Ethel Reed, a young New England woman, whose work has attracted attention not only in the United States but in England and France as well. Even the masters of the affiche recognize her as an equal. Her work is original in conception, strong and sincere in treatment and free from all restraints of conventionalism. Her lines tend toward the beautiful, at times the ideal, and her designs are antithetical to the grotesque and often the lascivious posters of Aubrev Beardslev. diss Reed was born in Newburyport, s., and lived in that quaint old town until five or six years ago, when, with her mother, she moved to Boston. Among the well-known illustrators who

have turned their attention to the develop ment of the poster may be mentioned George Wharton Edwards. He is as versatile as Mr. F. Hopkinson, Smith. His two books, "Thumb Nail Sketches" and "Rivalries of Long and Short Codiac." are favorably known to the lovers of good literature. The diminutive sketches that accompany the text are as delightful as the stories themselves. As a painter Mr. Edwards ranks deservedly high. He has designed a number of posters for the Century, pleasing in their color effects and the decorative beauty of their lines. The West has a number of artists devoting their time to the poster, prominent among whom are Denslow and Carqueville of Chicago, and Nankevell and Florence Lundborg, of San Francisco. Miss Enndborg designed a series of eight posters for The Lark," which were of a high order of merit. She is thoroughly original in igns. Among other designers of designs Aurong be mentio

awide Fayette Bragdon, Harvey Ellis

Kenyon Cox, Arthur W. Dow, Edwin A. Abbey, Henry McCarter, H. W. McVicker, T. B. Meteyard, Charles Dana Gibson, Robert W. Chambers, Frank Hazenplug and Maynard Dixon. With so many bright, original and earnest artists enlisted in behalf of its advancement, the future of the American pictorial poster is assured. -John Northern Hilliard, in The Home Magazine.

Savannah Needs a Bill Poster.

For several months BILLBOARD has, at frequent intervals, received complaints of the wretched service at Savannah, Ga. Advertisers write and write, and they get no replies. They send paper, and can never discover if it has been posted. Reports from people on the spot indicate that there are something like a dozen boards in the town belonging to individuals, which are rented to the opera house for annual passes. Aside from these few boards, there are none in the city. Here is a fine chance for an up-to-date bill poster and sign painter to pick up one of the finest cities in the entire South and make a big thing out of it. The city has a population of from fifty to sixty thousand, and is a very important seaport and the terminal of a number of railroads. An advertising sign painter who was there recently tells us that there are acres and acres of vacant space in the city, which the proper man should be able to secure at his own price, or no price at all for the most of it. The bill poster there is not an association member, and the new man, if he puts up the proper plant, could undoubtedly secure the association franchise.

THE CAMP FIRE

(If the "Vampire" kicks, Kipling can sue if he feels like it) nan there was and he wrote a pome

(Even as you and I') Of a drab and a jab and a Hindoo dome t scared the critic away from home).
or he painted his landscapes all in chrome, (Not as you and I!)

Oh, the words he used and the oaths he used And the jungle junk he jawed! The public never had heard it before But they thought it was great and they howled

And every one haw hawed.

A man there was and he wrote and wrote (Even as you and I!) He got as perk as a yearling shoat ery one studied his line to quote. (Even as you and I!)

Oh, the toil we lost and the spoil we lost And the lovely plots we planned!

And the stuff that delighted his publisher's eye (Now we know that they never knew why), That they did not understand.

The man was sent by a paper to Greece (It wasn't you or I! At a dozen thou per month, if you please (Just to keep his inky pyjams in crease), And as he sat in Crete to write his piece (Not as you or I!)

t ain't the work and it ain't the shirk That stings like the prickly heat. It's thinking of him and Steevie Crane mson crash and the blood-red rain!) If they should ever meet!

-New York Press.

PRINTED LISTS

BY \$AM W. HOKE,

One of the hardest jobs for some bill posters is the writing of letters, or, in fact, writing of any kind. And bill posters are not the only people who dislike to take their pen in hand. There is a certain drudgery in the work that causes many business men to put off the letter till the last minute. This is one of the reasons that advertisers find it so difficult frequently to get any kind of information from a bill poster, and is a reason for the frequent inability to secure lists of locations of their posters.

It is all very well to say, "Get a stenographer and a writing machine and thus escape this drudgery;" but the large majority of bill posters haven't hundred dollar bills lying around loose with which to buy writing machines, and even if they had the machine the expense of a stenographer is another barrier.

For this reason bill posters should supply themselves with numerous blank forms that can be used to advantage in the daily routine-such as BILLBOARD has furnished samples or models of in the

One very important piece of printing I do not remember seeing printed, though it might have been overlooked by me. This is a printed list of your billboards naming the street each board is located upon and the nearest intersecting street.

This list is valuable for enclosing in all your correspondence when soliciting work, and is an absolute necessity when the work is done, from the ease with which the list can be checked off and sent to your customer. No delay, no worry, no writing at all, except addressing an envelope.

But the good feature is, that with these printed lists there is no delay; your customer is not wondering if the posting has been done, because he has the list before he has time to begin worrying.

This printing can be made as expensive or as cheap as individual taste or necessities may dictate; and while this suggestion is intended more for the smaller bill posters, the plan works well with the largest.

Mr. Robert Campbell, of the American Bill Posting Company of Chicago, has such a list as I have in my mind's eye, and in his case it is almost as large as a bed quilt; and many is the time that the advertiser who gets this list looks it over and wonders if he wouldn't be better off if he just about doubled the amount of paper for Chicago. Of course, no bill poster would ever think of putting in all his billboards when writing out a list for an advertiser; and thus you see the printed plan is not only a convenience, but often pays for itself many times over in increased orders.

I have no authority for saying so, but I believe Mr. Campbell would be willing to send a copy of this list to any bill poster.



VIEW OF THE NEW YORK BOULEVARD.

ADVERTISERS! ONE WORD PLEASE.

Over three thousand copies of this issue (or to be exact, just 3,194) have been mailed to prominent advertisers throughout the United States and Canada, We had several objects in view in doing this sampling on such a large scale, but to be perfectly frank, the principal one was to show the larger advertisers, both wholesale and retail, what THE BILLBOARD is. and to afford those who wanted exact and unbiased information regarding the virtues and strength of bill posting, distributing, sign painting and exhibiting, an opportunity to subscribe.

We have extended similar opportunities in the past. Candor compels us to state that our repeated invitations have not met with the responses that we expected. We have intimated that while the subscription price of THE BILLBOARD was \$1.00, the information that could be gleaned from our columns in the course of year was worth \$100. We presume that we offered too much for a dollar. At any rate hungry, rapacious and unscrupulous hordes of advertisers failed to take advantage of our confiding inexperience. To tell the truth the self-denial evinced by advertisers in refusing to enrich themselves at our expense has been positively touching. It has convinced us that the American advertiser is a very conscientious individual.

As we do not want to be behind him in honesty of purpose, we have made a careful estimate of the bottled-up wisdom and advice which we intend to offer for a dollar during the ensuing year, and we find the value of it is only \$99.

Of course, even that is a whole lot for a dollar. We realize it ourselves. Still we do not want anyone to hesitate about accepting our offer in the belief that in doing so they would be ruthlessly stripping an innocent.

We are overstocked with advice; in fact, the simple truth is we are long on advice and short on subscriptions from adver-

Among bill posters we reach practically every one in America.

Among distributors (by which is meant men who make a business of the house-tohouse distributing of samples, booklets. almanacs, etc.,) we also reach practically every one in America.

Bulletin painters, all without exception, subscribe for THE BILLBOARD, and most of the traveling and itinerant fence, sign and rock painters read it regularly.

We have many subscribers among permanently located sign painters.

Every manager of an agricultural fair. food show or trades exposition finds it indispensable. It is only the advertiser that holds aloof

and he is the very one we want most of all. We must have him, not as the chance

reader of an occasional sample copy, but as a regular, fully paid-in-advance subscriber. We are going after him now in earnest -going after him right. We are going to make it worth his while to subscribe. We

intend he shall give us his subscription eagerly not reluctantly. We invite all advertisers to send for our grand special offer to advertisers. Your address on a postal will bring it. Write to The Billboard Pub. Co., Cincinnati, O.

The man who indulges in a single advertisement, and then rails at the returns, is like the boy who studied law for two days. and then said: "The law ain't what it is cracked up to be; I'm sorry I learned it!"-Plumber and Decorator.

RINGLING BROS.

Through the kindness of the Donaldson Litho, Co. we are enabled to present on this page the latest and best portraits of that famous quintette of brothers, the Messes, Ringling, proprietors of Ringling Bros World's Greatest Shows.

There exists no more extensive user of billboard space under the sun than this tremendous amusement institution. Their printing contract is prodigious. Last vear it approximated \$128,000 for posters; as much more was spent for heralds. couriers, booklets, programmes and other matter for house-to-house distribution, to say nothing of cloth banners, dates, excursion bills, newspapers, etc,

It will be readily seen, therefore that as their season is of but six months duration they are the heaviest advertisers in

All attempts to relegate any one of the aggressiveness, and it is easy to discern departments of their gigantic institution must prove failures, because no one sep-

erately conducts any one department. They have individuality in plenty, and their capacities and abilities do run to specialties, but they are always like a deliberative body, working as a committee of the whole.

It occurs to us just here that in this manner may be set at rest much controversy over the special attributes of each For instance, we will suppose that each of the principal departments is managed by a committee, in which case the various committees would be made up exactly as follows, viz:

Committee on Finance:

Mr. Al. Ringling, Mr. Alf. T. Ringling, Mr. Chas. Ringling, Mr. John Ringling, Mr. Otto Ringling, Chairman.

remarkable gentlemen to any one of the the cause of their complete and enviable

GRAND

Siebe & Green's Location List a Work of Art.

From time to time during the last two years Messrs. Siebe & Green, the modern bill posters of San Francisco, have inaugurated departures more or less new. and startled their fellow-craftsmen and advertisers alike with innovations and surprising evidences of aggressive enterprise, but this time they have fairly outdone themselves.

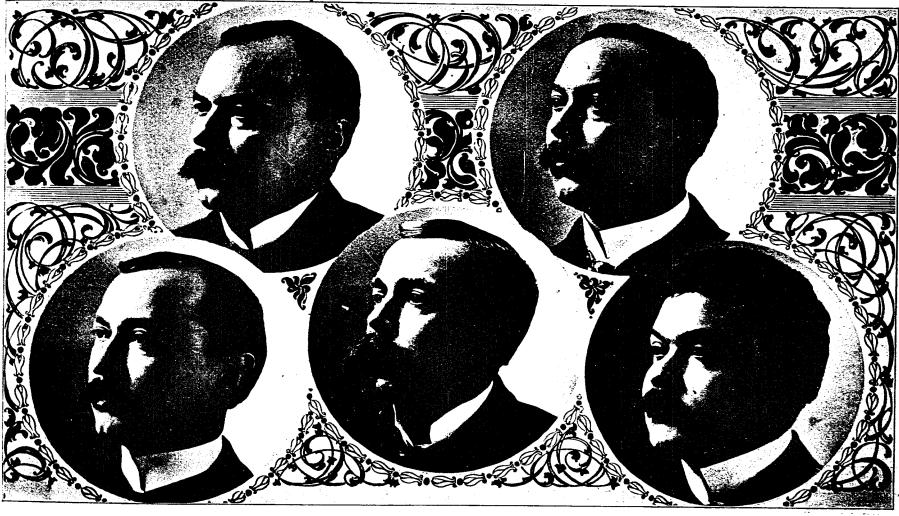
They have issued an illustrated location list, which is a perfect marvel of artistic excellence. It has been compiled at an

is bound in an illuminated and embossed

It is illustrated with 78 half-tone cuts. ranging in size from 5½ x8 inches to 51/2 x 15 inches. These cuts depict everything that the advertiser can possibly want to know about Siebe & Green and their business. There are cuts galore of fine boards, big boards, high boards, and especially of boards occupying splendid locations

Then there are cuts of the offices office force, bill posting crews, carpenters' crews, sign painting crews, the firm's mascots and finally of the well-known members of the firm themselves.

We cannot commend the work too highly. We wish it were possible for every bill poster in America to see a copy, but as the books cost over a dollar apiece this, of course, is not to be considered for a moment



THE BILLBOARD

RINGLING BROS'. WORLD'S GREATEST SHOWS.

the world. They can easily double discount any three of the largest mercantile concerns in existence in point of daily expenditure for advertising, and then win out handily with points to spare.

As advertisers, there is only one other concern that approaches them—the Barnam & Bailey Show, which recently abandoned the American field and is now in England.

The success of the Messrs. Ringling has been one of the most remarkable incidents of the age. The growth of their attraction, both financially and in the estimation of the American public, totally eclipses all previous records in the annals of the arena.

Various efforts have been made to explain and account for their great success. Astate observers will contend that it is owing to the fact that this one is a great general agent, the other a great railroad confractor; still another, a wonderful judge of a performance; another, an exceedingly clever press agent, etc.

Committee on Internal Affairs:

Mr. Chas. Ringling. | Mr. John Ringling, Mr. Alf. T.Ringling. | Mr. Otto Ringling. Mr. Al. Ringling, Chairman. Committee on Appropriations; Mr. Alf. T.Ringling, Mr. Otto Ringling, Mr. John Ringling, Mr. Al. Ringling, Mr. Chas. Ringling, Chairman.

Committee on Ways and Means: Mr. John Ringling, | Mr. Al. Ringling, Mr. Otto Ringling, | Mr. Chas. Ringling, Mr. Alf. T. Ringling, Chairman.

Committee on Foreign Affairs:

Mr. Otto Ringling, | Mr. Chas. Ringling, Mr. Al. Ringling, | Mr. Alf. T.Ringling, Al. Ringling, Mr. Alf. T. Rin Mr. John Ringling, Chairman

There-we believe we are the first to convey to the public a definite idea of how the greatest show in the world is managed. Couple with this the fact that each and every member of the firm is a past master in the intricate art of advertising, make due allowance for their bold and daring

expense that would make the ordinary bill poster stand aghast, but it is positively the handsomest thing of the kind that has ever been dreamed of.

Very creditable lists have been issued by firms in the past.

J. F. O'Mealia got out the first really notable one. Then Donnelly, of Boston, went him one better. Then Sam Pratt surpassed Donnelly's effort.

But Siebe & Green's magnificent brochure completely distances them all. There is simply no comparison between it and any previous effort in this line.

It stands alone—a distinctly original conception, a delightful and refreshing novelty and a beautiful testimonial to the genius, pluck and daring of Siebe &

The book is from the press of the Louis Roesch Co., of San Francisco. It is beautifully printed on the very finest of super calendered paper, of the highest quality and finish. It consists of 138 pages, each 734 x 1034 inches in size, and

They will be scattered lavishly among advertisers, however, and many bill posters in this wise will get a glimpse of it.

We will send ours to any responsible bill poster who will remit the postage, six cents in stamps, and agree to return us the book in good order. Possibly Siebe & Green may pursue a like course with a few copies.

According to Circumstances.

"Before Miss Thinleigh's father made his fortune, she used to be long and lanky."

"Well, has she changed?" "Oh, ves. Now she is divinely tall."

An Averted Tragedy.

"Draw, draw! Caitiff! Craven! In the name of chivalry, draw! But stay, perhaps he cannot! Perchance he is an impressionist!" (And the Knight departed on his way.)

ENGLAND.

The Rialto of October 23 takes another fall out of Robert Youde in this wise:

A correspondent has favored us with a copy of The Bill Poster, dated November, 1801, from which we have gleaned some very interesting details of the career of Mr. Robert Youde. Mr. Youde has lately been introduced to our readers as the moving spirit in a gigantic scheme, having for its object nothing less ambitious than the acquisition of a monopoly of the bill posting trade of the United Kingdom. We have not entered into a consideration of whether or not such a monopoly, if based upon fair principles of amalgamation, would be a good thing. All that we have concerned ourselves with is the suitability or unsuitability of Mr. Youde to bring it about, seeing that it is a step involving an enormous sum of money. The preliminary syndicate has already been formed, but the public have not been invited, so far, to subscribe to its capital of \$500,000. As far as we can gather, the company which is to be eventually floated by this syndicate is to have a capital of two and a half millions. The magnitude of the operation is, therefore, apparent. We have already criticised the methods adopted by Mr. Youde and those associated with him, notably Mr. J. J. Bennell, late secretary of the Bill Posters' Association, and erstwhile an official of the Band of Hope. Our present object is merely to demonstrate that Mr. Youde is not a fit and proper 1 erson to attempt a big financial deal such as that to which his ambition soars. This can be most effectually shown in Mr. Youde's own words. He has the misfortune to be at the present time an undischarged bankrupt. He defaulted as long ago as 1891, and in his statement of affairs gave the following extraordinary account of his career, as reported in The Bill Poster and other Journals at the time:

"I commenced business about 1879 as a grocer at Newtown, Disley, with \$750 capital. In 1881, I also began to deal in boots and shoes at the same shop In 1884, I entered the employe of my brother, who was a bill poster in High street West, Glossop. My wife continued to manage the business at Disney until 1885, when it was given up, and I removed to Clarendon place, Hyde, where I started as a bill poster with \$100 capital. In 1887. I formed the business into the Hyde and District Bill Posting and Advertising Company, Limited. It had cost me \$2,500 for hoardings and \$1,650 for good will. The share capital consisted of \$10,000, in \$25 shares, fully paid up. I received \$7,500 in cash and \$2,500 in shares I became manager and secretary of the company. I advanced \$750 to work the business, and guaranteed 10 per cent. dividend for five years. A sum of \$1.750 of mine is now deposited at the Toint Stock Bank as security for this guarantee. During the last three years I have assisted in the promotion of bill posting companies at Chester, Lancaster, Eccles, Manchester, Bolton, Preston, Warrington, Widnes, St. Helens, Bootles. Birkenhead, Altrincham, Gorton, Oldham, Middleton and the Isle of Man. Early in 1889 I assisted in the prom tion of The Glossop Advertiser. I took 300 \$5 shares, fully paid up. Early in 1890 commenced to lend money out at 29 Water street, Hyde, I purchased the recipe of Harrop's Soothing Syrup for \$500. I have spent \$7,000 in advertising it. The manufacture is carried on at the works near the station. I carried on the Harrop's Soothing Syrup business under Patterson.

the name of 'John Harrop.' In March, 1891, I purchased three mineral water businesses at Hyde for \$1,000, \$2,500 and \$3,500, respectively. I amalgamated them and carried them on for about a month at Simpson street, Hyde. After spending \$5.500 on the concern I sold it to the Hyde, Denton and Glossop Mineral Water Company, Limited, for \$15,000, of which I received \$9,000 in cash and the balance in shares. About October, 1800, I entered into partnership with George Edward Cox in a money lending business at Whitfield, Glossop, under the style of Youde & Co. I put in \$700 and Cox the same amount. Articles of partnership were signed. The business is still going. There are no liabilities in connection with it. Over \$500 will be due me."

In explanation of the cause of his failure, the debtor adds:

"I have invested in shares \$25,000, which at the time were easily saleable and worth at least par. These shares will in a short time be saleable at a premium. All the shares, with one or two exceptions, are bearing good dividends, from 4 cent, to 10 per cent. I have borrowed money on demand at short notice, and being called in have been unable to realize in time. I have attempted financial operations that were beyond my scope. About October, 1889, I took 1,270 shares in The Oldham Advertiser Printing and Publishing Company, Limited, the paid-up capital of which was \$17.000. I also lent the company \$1,800. The company is in liquidation, and the assets will insufficient to pay the creditors I have invested \$7,500 in Harrop's Soothing Syrup for Children, and have had a return of \$1,000 only I have invested \$23,000 in my property opposite the station and at 27 Water street, Hyde, and have mortgage of \$8,850 only. The prop-

The foregoing statement hardly needs comment, and we shall leave it to our readers to consider, merely repeating, for the sake of emphasis, if such emphasis be needed this one significant sentence: "I have attempted financial operations which were beyond my scope."

AL. G. FIELD.

If there is anywhere a whole-souled, royal good fellow, Al. G. Field is that person. We are indebted to his printer, The Donaldson Litho. Co., for the portrait which we present on another page.

In private life he is Al. G. Hatfield When a nom-de-querre became necessary for professional purposes, Mr. Field, with characteristic drollery, simply took his "hat" off.

Al. G. Fie'd's Big Minstrels is now generally acknowledged to be the biggest and best minstrel company in the world. It is the best billed theatrical attraction in America, and needs no extended notice at our hands.

Lack of space also prevents our dwelling at length on the interesting career of Mr. Field himself. We should like to recount his experiences back in the days when he was a circus agent, and back even before that, for he has wielded the brush himself, and is proud of it.

L. H. Ramsey, of Lexington, Vice-President of the A B. P. A., just to be brotherly, has started an opposition to Heverin Bros., at Louisville, Ky. The latter are also members of the association.

President O'Mealia, denies with vigor and some heat that he has sold out at Patterson.

POSTERS A L'AMERICAN.

We want to say something about posters because there are posters and posters, just as there are dogs and dogs, and a great deal of eloquence has been expended on the subject, which in some instances requires to be corrected and in others to be expunged. We have no desire to sit in the chair of the scorner and point out the sins of lithographers and artists, because we are acquainted with the difficulties of producing a poster which will please all the carping critics, including ourselves, but we feel that we must open the safety valve about posters for our own benefit if for no other reason,

For the sake of brevity and clearness we divide posters into four styles-the French, the English, the nondescript and the American, and let it be understood at the start that although the American comes last in this order it comes first in merit. These are arbitrary names of course, and are used simply to represent the prevailing sentiment about posters. We have frequently pointed out the absurdity of making a French poster for an American public. It would be just as sensible to portray Uncle Sam in a dyed French imperial, with the ends of the mustache bristling like bayonets instead of his familiar old chin whiskers, and expect the people to rejoice in the change as a great improvement. The mental and moral composition of the two peoples is so different that the influence to which the Frenchman respo ds quickly finds no lodgement in the mind of the American at all. It is conceded, of course, that the French poster expresses a more delicate and graceful art, and takes first position when viewed from this standpoint. For this very reason it succeeds in Paris and fails in New York. The Frenchman wants art first. The American gives art a secondary place only. The gay Parisian delights in the tip-toe style of poster and uses his wasp-waisted fairy to advertise anything from the students' ball to the last edition of Le Chretien, but the American prefers his poster girl in a tailor-made suit, with her feet on terra firma rather than dangling in the air.

Perhaps the swarms of artists who go to and come from Paris are responsible for the attempt to indoctrinate the American people with art as it is known in the French capital. But, as a rule, they are impractical, and in this instance have not taken into account the mental complexion of their nation. It is becoming apparent, however, that what is sauce for the goose is not sauce for the gander; in other words, that the American people are evolving a poster which will be characteristic of themselves when it has reached its full bloom.

The English poster comes much closer to our own, but is much inferior to it in snap and there is absolutely none of the delicate handling seen in the French. The English poster is too realistic. It is generally dull. It often happens that an American poster is bright enough to interest a group of men and create discussion or comment. The English, on the other hand, would be stared at without suggesting a comment at all. This illustrates the difference. The English, however, are showing great adaptability to American ways, but they take lessons from no other nation.

The nondescript poster is a half-breed between the American and anything else you can imagine. It has no features by which it may be classed, and has none of the virtures of any of the others at all. The Sun would probably call it a mug-

witmp. But any hame is good enought for it. It is usually a bizarre affair, which seems to be striving at a combination of many things, but the most careful scrutiny fails to reveal any point worth considering. In fact, the very article it is designed to advertise is often hidden in obscurity by the general plan of the whole. It is fast disappearing before the all-conquering power of the genuine American poster.

And this one is coming to the front by

leaps and bounds as a thing of value and interest, and even of beauty. It is the natural expression of the American character, and embodies their ideas of pleasing effect and commercial utility and value. It does away entirely with the airy style of figures in the French art. and avoids the other extreme found in the English. So that when a figure is shown it is real, not fancy, and is invested with the artistic quality of expression in form and movement. The color, too, in the best posters is invariably good, better than that of the French; and we suppose some people feel like knocking us down for expressing such a heresy, but it is so. The feature of the American poster which stands out pre-eminently is the originality of the idea. In this respect it far surpasses any of the others mentioned, a d makes one feel that there is an inexhaustible supply of them. They are, in almost every case, bright and suggestive, and the way they are brought out by the drawing and workmanship makes them incomparably the best posters for the end in view.-Art in Adver-

DONNELLY,

PAID THE FREIGHT.

The following is from the Boston Sunday Globe, of November 7th.

The new station at College Hill has for a year been a source of pride to Tufts college students, and when the ubiquitious advertising man put up a big billboard on the other side of the track, a wail went up from the students, and with it a vow of vengeance

Tufts won from Bowdoin yesterday, and her students felt particularly joyful. They resolved to celebrate—with a vengeance.

About 8 last evening the college bell started a mysterious ringing, and men sprung up from all sides as if by magic. Armed with axes, they started for the station, and in a very few minutes the offending 100 feet of advertisement was laid low and broken up.

A section at a time the obnoxious lumber was carried out to the road and up to the highest point of College hill. Here a huge pile of wood, thoroughly soaked with oil, had already been gathered, and the burdens were gently laid upon the top and the whole set on fire.

All the while the college bell was ringing, bringing people from all the surrounding districts to the best celebration at Tufts since Harvard's defeat at baseball in 95.

The only trace of the billboard left this morning is a heap of ashes at the crown of the hill, and down beside the station a smaller signboard left for luck which bears the legend—"Tufts 20, Bowdoin 8."

A 'great' newspaper indeed to covertly endorse in this wise the vandalism of a parcel of unlicked college cubs.

The new building of the Enquirer Show Printing Co. is splendidly arranged



AL. G. FIELD.

WE are preaching the new gospel—the

efficacy of bill posting, distributing, sign

painting and exhibiting. Take any argu-

ment you have ever heard advanced in

favor of newspaper space and it is appli-

cable to bill posting. "We cover the en-

tire field." Does it cover one-tenth part

as thoroughly and completely as the bill-

boards? "Keeping everlastingly at it

brings success," Which, being inter-

preted, means, keep your ad in the paper

constantly; advertising is reiteration. Can

papers, give the ceaseless, tireless repeti-

tion that the billboards yield? Can they

give as much reiteration in a month as the

boards afford in a day? Never. And so

it is all the way through the long, almost

endless line of stock arguments. The

fact is, that posters are prompter, surer,

better and infinitely cheaper than news-

papers. The average retailer pays for cir-

culation in localities so remote that never,

by the wildest chance, can he hope to

benefit from it. With posters he can bill

only that locality, that city or that por-

tion of a city which is tributary to his

store. Posters, both for the national ad-

vertiser and the retailer, are in every

But you say we cannot use exhaustive

arguments on posters. Ah! Now you

have struck their one and only limitation.

But there is where distributing or house-

to-house work comes in. It is the natural

There is no line of argument too ex-

tended, no schedule of prices too long, no

list of testimonials too many to be incor-

porated into a pamphlet or booklet. Per-

fecting presses print them, folding ma-

chines bind them and mechanical appli-

ances render them just as cheap in point

of production as newspapers, without the

added cost of telegraph service, news

gathering, editorial brains, etc., which

was formerly borne by the subscribers,

but now falls on the advertisers. Then

there is this advantage, also: When your

booklet is in a person's hands you have

that person's whole and undivided atten-

tion, and you can hold it just as long as

you interest him. When your ad is in a

paper, it is only one of hundreds of

others, all clamoring for recognition like

brokers in a grain pit. Think it over,

and then look into the service which has

been provided by the International Asso-

WE advocate sign writing, too. In it;

simple form it needs no argument. Every

one utilizes a sign. Wholesale merchants

and retailers, manufacturers and profes-

sional men, even doctors-all use signs.

Universal usage denotes universal accept-

ance. Hence their utility goes without

saying. There are complex forms, how-

ever, which are finding favor with adver-

tisers, and, of course, they make the

publisher wince. We refer to bulletins,

ciation of Distributors.

way superior to newspapers.

complement of bill posting.

PUBLISHED MONTHLY AT

127 East Eighth Street. Cincinnat O. II S. A. Address all communications

For the editorial or business departments THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES.

Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the

wenty-fifth of the month. Our terms are cash. Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Are. W. C. In Paris, at Bretano's, 17 Avenue del Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co.

The editor cannot undertake to return unsolicited manyerist.

and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

Entered as Second-Class Matter at Post Ofice at Concinnati, Ohio.

DECEMBER 1st.

WE extend herewith a hearty Christmas greeting to all our readers, and especially to the American Advertiser. God bless his enterprising, progressive soul, whoever he is and wherever found! We wish him a Merry Christmas and a Happy New Year. He deserves both. It is the mission of THE BILLBOARD to help him-to aid him with hints and suggestions. That mission we have steadily and conscientiously endeavored to fulfill for well-nigh four years now, and we feel that we have earned the right at this season to extend him the compliments of Christmastide. We have helped considerably. Four years ago almost anyone could dogmatically state "the daily paper is the best of all advertising mediums," and the assertion would go practically undisputed. But today things are different. Spring the weather-beaten old chestnut in any modern office now, and nine times out of ten you will not only get an argument, but a good, clean knockout along with it.

O'ERWEENING modesty will not prevent our appropriating our share of the credit for bringing the change about, nor will egotism hinder our acknowledging the effect of other influences. We were the first to challenge it openly. Ours was a puny lance in those days, but we battled valiantly and as best we could. The exercise was wholesome. We have thriven exceedingly. When first we entered the lists we could not boast of a single retainer, not even a squire; but now we lead an army. It is composed of discerning, thinking men, who realize that the tendency of the daily paper toward lower and lower prices has thrown an undue share of the burden and expense of publication upon the advertiser. They have rebelled and enlisted under our banner. In the camp of our adversaries there is much murmuring and discontent, which presages further defections and desertions. The best that can be said of the daily newspaper to-day is that it still pays mural signs, rock and fence painting, some advertisers.

To all intents and purposes they are all from this side a hearty Christmas Greeting liar advantages and individual force.

Exhibiting, also, we uphold in all its varying phases, from primitive window display down through the drummer's samples, sampling from house to house (which is distributing and exhibiting combined), and finally exhibits at fairs, expositions and pure food shows. We know bill posting, distributing, sign painting and exhibiting thoroughly. Do you? If not, we promise that you can glean many a timely hint and valuable pointer from our columns in the course of

THE OTHER SIDE.

There are always two sides to a story. While the Rialto opposes Mr. Robert Youde's big scheme to monopolize bill posting in the United Kingdom, there are not wanting other reputable papers who are fair, as witness the following from Northern Finance .

For many weeks past a London financial weekly has treated us to an exposition of what it styled "Impudence in Excelsis," and so on. In short, like a modern Don Quixote, it tilts at the big bill posting amalgamation which Mr. Robert Youde is endeavoring to form.

Now, we do not hold a brief for Mr. Youde, but we think it is a little uncharitable for the critics to base the bulk of their attacks upon him and his scheme, from the fact that he is an undischarged bankrupt.

We have interviewed some people of the highest standing in the trade, and they are unhesitating in their verdict that if Mr. Youde is an expert at anything it is the bill posting business; that his failwre in 1891 was due to some connection with an Oldham newspaper, and that before he floats the proposed company he will purge his bankruptcy, and after realizing certain securities will show a clear balance of £20,000.

This combination business, whether in bill posting or textiles, seems to us bound to go on, and in the bill sticking line the sestion that occurs to our mind is, "Is Mr. Youde the right man to effect the combination?" Well, as to his ability in the business, we can hear no two opinions. In Liverpool, in particular, he has made himself famous for artistic bill posting and advertising, and the great hoarding he secured opposite the new postoffice has, we are told, been the envy of the trade

We may refer to the matter again; but pending the issue of the public prospectus, nvestors would do well to suspend their

If the thing goes at all it will be a big success—that seems to be determined by the promoters. The capital will be between £2,000,000 and £3,000,000; the ncerns will be sold to the company at cost, and Mr. Youde will take as his re-

muneration a number of deferred shares. There seems to be no doubt of final, iltimate and complete success for Mr. Youde. He has already secured thirtythree firms in London and 115 provincial towns in England.

In Scotland he has secured thirteen towns -all the important ones.

In Ireland he has secured fifteen towns -all there is—and controls absolutely the whole of Ireland.

In America Mr. Youde would be styled "a corking good hustler." We admire his nerve and pluck, and we send him

hand-painted posters, each with its pecu- and our best wishes for a Happy, Pros perous and Successful New Year.

> Let there be an end to quarreling and wrangling during Yuletide.

That truckling hireling, the associate editor of the official organ, fell into the hands of some practical joker last month, with direful results.

Ordinarily, Bob Campbell clutches him the neck, and holding him on his knee, after the manner of ventriloquists. forces his moon-shaped face to disgorge columns of machine made yawp.

When manipulated by Bob, his stuff, though dreadfully dull and mechanical, has meat in it, but when, as happened last month, a stranger gets hold of him, it degenerates into a meaningless jumble—a mere fecal gush of words.

If Campbell does not take better care of his props, one of these days some intelligent person will get hold of his doll and the paper is liable, in consequence, to print something original or interesting. You cannot tell.

Peace on earth, good will to men.

At this writing, our previous advices to the effect that the United Bill Posters' Association would go out of existence before the next annual meeting are confirmed by Mr. Jo Junk, of Cincinnati, who has just returned from England. Even now there is scarcely a handful of members left, as Mr. Youde withdraws his towns as fast as he acquires them.

We have written for reliable opinions, and if there seems to be the slightest prospect of anything like a representative gathering at Dublin next August we will resume our voting contest. It does not appear at present, however, that there is one chance in a thousand that the association will ever hold another meeting.

Mr. Robert Youde has started another bill posters' paper in England. It is called Youde's Bill Posting Journal, and is published from 6 Guardian Building, Man-

SLOWLY BUT SURELY.

Just two years ago THE BILLBOARD SUGgested that the A. B. P. A. be incorporated. Last month it was incorporated.

Just twenty months ago THE BILLBOARD advocated a change of name for the organization. Last month the name was changed.

Just eighteen months ago THE BILL BOARD stated: "If the association is to have only one member in a town, it should at least endeavor to have the best bili poster for that member." Last month it became evident that this policy would be adonted.

Thus it will be seen seen that the influence of THE BILLBOARD is felt. Slowly and reluctantly the force of our arguments is admitted. Ridiculed at first, then weighed and discussed, and finally adopted. THE BILLBOARD leads. Others fol low-away back in the rear.

Nowhere can so great a variety of display be found as upon the billboards. Every poster and painted sign possesses an individuality of its own-a distinctness that cannot be obtained on a newspaper page-Display Advertising.

A "gentleman," perhaps (?), but not a

A Few Reasons Why Some Agents Should Discourage

BY SAM. W. HOKE.

Posting in Small Towns.

To send a posting order to a town of 500 population is as simple a thing as to send an order to a city of a million: just the same thing, in fact. The difference. so far as the clerical work is concerned, is not perceptible. The difference in the money involved, however, is vast.

The agent or solicitor sends 15 sheets of paper to a village at 5 cents a sheet-75 cents. This gives him a commission of 12

Here are some of the things he does for that 12 cents: After a great deal of hard work he finds out if there is a bill poster in the town, and gets his name. We won't count that at all

The solicitor starts out by writing an order (1), of which he makes a duplicate (2), the original to go by mail, the duplicate to go with the goods. An envelope (3), a label (4), and a tag (5) are addressed, and a shipping order (6) is made out for the shipping clerk. A letter press copy is made of the order (7), and this copy must be indexed (8) to allow of future reference. From this letter press copy the order is transcribed into the regular order book (9).

In about a week, as nothing has been heard from the bill poster, it becomes necessary to jog him up a bit, and a postal is sent him (10), 10 asking if he has received the shipment of paper, and if so, has he posted it. This is letter press copied (11) and the copy is indexed (12). Finally 12 notice is received that the posting is under way. A record is made in the order book (13), and a notice sent to the advertiser (14), so that he may 14 know "where he is at."

Pretty soon along comes a bill for the posting, and about seven times in ten no O. K. accompanies the bill. The receipt of the bill is entered in the order book (15), and the bill poster 15 sent a postal card request (16) for the 16 O. K. which he forgot to send. This postal is copied in the letter book (17), 17 and indexed (18). Finally the O. K. 18 comes to hand, the proper record is entered in the order book (19), and a 19 bill is made out to the advertiser (20). 20 This bill is copied (21) in the letter 21 book, and indexed (22). It is then 22 entered in the journal (23), and from 23 there into the ledger (24). At the 24 end of the month the advertiser is given a gentle reminder in the form of a statement (25), which is copied 25 (26) and indexed (27). The bill post-(27)er in the meantime is credited with the 75 cents in the journal (28) and 28 later in the ledger (29). Finally pay- 29 ment is received from the advertiser and entry of the fact made in the journal (30) and the ledger (31), 3 when a check or postal note is made out (32) for the bill poster. A letter (33) accompanies the remittance, 33 which must also be entered in the journal (34) and the ledger (35). To 35 wind up the matter the final entry is made in the order book (36).

And thus is the 12 cents earned. These are 36 of the reasons why some

and more paper to the small towns. And they are also reasons why many lvertisers who do their posting direct neglect the villages.

· dicitors and official representatives don't

THE BILLBOARD

But the fact that these villages are neglected is the great big live reason why the progressive advertiser should begin using them. And the advertiser that gets in front is sure to reap splendid returns.

BOSTON.

About the only news that comes from the Hub these days is concerned with the crusade of the theatrical managers against lithograph passes. Schoeffel, Tompkins et al. are stalling themselves. They will no more abolish the window lithograph than have the managers' associations in other cities. The lithograph pass is an evil. No one may deny it. But it cannot be remedied by abolishing window display entirely, because the managers simply will not hang together. The evils of the system can be greatly mitigated if those

MUNICH.

The Most American City in Europe-Interesting Interview With Jo Junk, Who Has Just Returned From a Tour of the Continent.

'Munich," said Mr. Jo. Junk, the famous lithographic artist who has just returned from abroad, "is the most American of all Europeau cities. I was struck. particularly, with the bill posting methods in vogue. Messrs, Hartl and Pierling control the boards, and enjoy a monopoly of the posting privileges. I called on them, and after they ascertained I was from America and interested in posters. I was enthusiastically received. Mr. Hartl is a prince of good fellows, and was much

"This carving is sometimes in natural wood, sometimes painted and quite frequently finished in gold leaf and it invariably contains their advertisement which consists simply of the terse legend:

> HARTL & PIERLING, PLAKAT-INSTITUTE,

3—Ledererstrasse—3

"In addition to splendid private locations they enjoy posting privileges on many public and semi-public buildings, and furthermore they lease from the city the privilege of erecting and maintaining seven undred columns or so-called "Seulen und Tafeln." These columns surround the lamp-posts on all prominent corners. They are of handsome design, in fact must be thoroughly artistic before permit is granted by the city to erect them.

About eighteen inches of the top is given to the city for the purpose of disseminating useful information, such as the names of the streets that intersect at that particular point, the nearest fire engine company, the location of the nearest fire alarm box, the number of the ward and address of the councilman for that ward.

"Messrs. Hartl & Pierling pay for this column privilege alone a sum which in U. S. currency is equivalent to about \$10,000, but it gives them an exclusive franchise and practically an entire monopoly of the

"By arrangement with the saloon and hotelkeepers' association, they also enjoy a monopoly of the lithographing privileges of windows and interiors. They pay the association for this privilege 5,000 marks. equivalent to about \$2,500 in U.S. currency. No one can get a lithograph up in any hotel, saloon, cafe or restaurant in Munich unless it has been stamped by Hartl & Pierling, and they charge 30 p'fg, or 15c ents for a week's showing at 10 p'fg for one day's showing. Payment for stamping must be in cash, and the hanging must be done by the parties them

"Messrs. Hartl & Pierling only charge for the privilege and do not guarantee any specified duration of the showing. If the hanger or half-sheet stays up, good and well, but if it is brushed down and destroyed, Hartl & Pierling are not responsible therefor.

"The money which is paid to the Hotel and Saloonkeepers' Association is by them turned over to the orphan fund every

"Hartl & Pierling-s terms are always cash in advance. It makes no difference who the advertiser is, his paper never goes up until his money comes down. All. paper must be delivered to Hartl & Pierling prior to 7 p. m. for display the following day. If delivery is tardy the charge for stamping is, instead of 5 cents each, increased to 25 cents each.

"Their posting tariff is about as follows: 100 half-sheets for one day, 3 3-10 marks, or 85 cents, for one day's showing. They also require paper for renewal but make a charge of about half the above for posting the same. They have no big stands such as we have here in America, and no place where they could display them. The largest poster in common usage is the eight sheet. The size held in highest fa vor they term a two-sheet, which is just about the size of our American one-sheet.

"Hartl & Pierling also enjoy the exclusive advertising privileges on all street car lines, inside and out, on all 'bus lines and at all railroad stations. In fact, they enjoy a complete and entire monopoly of all display advertising privileges throughout all Munich. Furthermore, they are fine fellows, and deserve the handsome sinecure which they possess,"



W. E. FRANKLIN.

most chiefly concerned would listen to

Let them turn their window lithograph over to the bill poster. Allow him to apportion the windows impartially and handle the tickets. He can do it for seventy-five per cent, less passes than it takes now, when everybody is scrambling for each desirable window and continually outbidding each other.

The Boston papers are much interested in the final outcome. Here is a naive paragraph from The Traveler:

To those who know how much money theatrical managers pay every year for lithograph and poster advertising, which, except in the case of a so-called leg show,' does them but little good, the stand taken by John B. Schoeffel, of the Tremont, ought to be welcome. The firstclass theaters gain almost all their patronage through the newspapers, and Mr. Schoeffel is not only wise enough to see t, but to act as well."

interested in everything I could tell him about bill posting in America.

"The firm has palatial offices at No. 3 Ledererstrasse and employs in the counting-rooms alone a staff of some ten or twelve bookkeepers, clerks and stenog-

"Their force of journeymen bill posters amounts to between forty and fifty, de_ pending on the season, and during very busy periods runs up to sixty and seventy.

"Formerly Hartl and Pierling were arrayed against each other, and waged a fierce war of opposition against one another, After considering the folly of the fight, they decided to amalgamate, and now enjoy a complete monopoly of the

"Their boards are much handsomer and far more elaborate than anything seen in America. All boards, even the most insignificant, are framed with moldings of beautiful design and the tops are generally corniced with filagree work or carving,



Success of Circular Advertising.

To the advertising agent who has the success of his firm at heart and wishes by all possible means to have its Distributing Department in A No. 1 condition, a few words may not be amiss.

There are different ways of doing such work, a few of which I will here enumer-

First-"Our Own Men System." By that we infer those firms who are in the habit of sending distributors from the home office. In this case, as in all other cases, we shall not write what he is liable to do, but actual facts. The distributor arrives in a strange city, gets his matter out of the freight depot and does the town, sometimes alone, sometimes assisted by four or five boys. According to how he has been instructed, he covers as many houses as he possibly can; no discriminating, for, being a stranger, how can he tell whether in such a house lives a Russian, Canadian, Jew or an American family; and with his eye on his watch for fear of missing his train he concludes his work. The work is done to the best of his ability; but what can you expect of a man handicapped by time, knowledge of the territory, etc.?

Second-"Our druggist agent does the work." Of all the systems used, I believe this is the worst. I will simply enumerate a few facts. Your advertising matter is sent to them. Well and good, but you cannot, under any consideration, expect the druggist to do the work. Neither can vou expect his prescription clerk to do the work; he must stay in the store. And now we come to the plain facts. Your work must be done by his assistants or "strikers:" by that I mean those thirteen or fourteen-vear-old boys who are managing the candy and stamp departments. Do they like it? Why not? It gives them a chance to get out doors, and rest assured they do not tire themselves. If the door or house is too far from the walk, they skip it; that's their way.

And then a druggist doesn't care whether your goods get a tremendous sale or not. His business is simply to supply the demand for your goods, and if your goods don't sell, or the distribution doesn't do any good, what does he care? He has thousands of other things for sale. and he doesn't care a particle for any one branch; consequently, he supplies the demand only. Let some one else create that demand. Lastly those who are in the habit of using boys to do the work We do not believe they would keep doing so very long if they only knew what they are getting. "Boys' prices, boys' work. Every one knows what that means, and now let us give an every day example : You have an article to introduce, and you are doing so by circulating a pretty, neat booklet, probably a sample. Now, Mr. Advertising Agent, for one moment take the place of the "lady of the house." You are on your doorstep, and a ragged urchin comes along, throws you a sample and rushes off, or, if your doorstep happens to be eight or nine steps high, the added bill posting to his business.

sample strikes you, and there you are. What opinion have you of that system?

Now take the case of a man neatly dressed and capped, walks up the path (mind you, and the steps, too), and nanding you the sample, tips his cap, says a few words about where you can get the goods, and leaves.

You already have a good opinion of that sample, so has the lady of the house, and if she subsequently does not purchase the goods, at least she will never associate them, with a ragged urchin making a target of her with your samples. First opinons very often lasts forever. Until lately we have always associ-

ated bill distributors with easy-going, devil-may-care sort of feilows, but I am glad I can say that there is to-day an association composed of such men as advertisers are always positive and sure of getting a first-class service from. I refer to the International Association of Distributors. They have given perfect satisfaction, and to-day have so far won the esteem and good will of the advertising public that any advertising manager, without having made any kind of arrangement, can ship his advertising matter to any part of America where there is a member, and he assured that the work will be satisfactorily done, and the bill, too, will not be any higher than had he made an iron-clad contract before sending the work. This is done by a system the association has, and each and every member's work is guaranteed. Should a member, for any mental defection or otherwise, be guilty of wasting the matter intrusted to his care, the association promptly remits the cash value of such matter to the firm. This alone is worthy of your consideration, and this combined with their rule of "only men admitted," and those who can furnish unquestionable references.

These men, scattered throughout the United States and Canada, who earn their living by this method, are trained to it. and being life-long residents of the towns they work in, can give, and do give, you a guarantee and, as I said before, any advertising agent having the interest of his firm at heart should make it a point to patronize them.

Once a patron always one, is a wellknown fact with many.

"FEDORA."

The business of house-to-house distributing is only in its infancy as yet. Just as fast as the International Association of Distributors is felt, just that fast will new firms adopt this style of advertising.

It brings more and better results at far less outlay than newspaper space, and now that it is possible to obtain absolutely reliable service, advertisers will soon find-it out. We prophesy that the number of firms now distributing will be doubled, and possibly trebled, before the end of 1808.

Howard N. Holshouser, of Covington, Tenn., has a nice line of bill boards, W. E. Davil, of Clarksburg, W. Va., has also

OUR COMMISSION.

BY EDW. B. BRIDGER.

Every member who has received from the president, countersigned by the secretary and treasurer, a certificate showing that he is an accepted member of the I. A. of D., receives through that certificate a commission which is four-fold in its character. The features of this commission are: Unity, action, purpose and co-operation.

UNITY

We cannot believe too heartily nor labor too strenuously for the true unity of our organization; but at the same time we must be careful to avoid false ideas and unwise methods. Unity may be one thing and union quite another. Unity does not mean conformity, uniformity, lifeless monotony. A dead, formal, shiftless unison of members is the worst possible condition that can befall us. Worse things than freedom, independency or separation can come to an association. The association of which we are members has to-day more real abiding unity than the so-called associations with their boasted muck and mire and happy-golucky distributing, and the shiftless frauds that are girdling the globe with their catch-penny schemes, while, with their bait, they lure and draw into their nets the poor, helpless individual who is striving to make an honest living, only to find he has been cheated out of his hard earned dollars, which have gone to swell the purse of the schemers.

ACTION

This is an age of progressive activityeither we must go forward or backward, There is nothing in the world that will degenerate an association quicker than for its members to lay dormant and idle: neither will an association move towards the mark of its highest objective unless every member has a mind to work for the good of the association at large. It will not do for us to say, "Oh, let the officers do the work; they wanted the office, so let them do something for the honor." Let me say right here, that any association that will leave the burden of the work to the officers, thinking that they will prosper, are mistaken; and any association that pursues such a course will die, as it ought to die. What we need in the ranks of the association to-day is men of concerted action.

PURPOSE

Our purpose in the cause of out-door publicity should be that of the most intense consecration. While the I. A. of D. has done much in the past to lift the cause of out-door publicity to a higher plane, and out of the reach of happy-go-lucky distributors, and has planted upon the citadel of honest efforts the will to give the advertiser the most conscientious service possible, enabling him to dispense with the heavy cost of traveling distributors as far as possible, we should also try to impress upon the local advertisers the benefits to be derived by this method of advertising, and having gained their confidence, give them the best possible service. We may meet many obstacles, but remembering the old adage that "keeping everlastingly at it brings success," let us forge ahead, and we will come out all right in the end.

"Rome was not built in a day," neither was our grand organization, but round by round towards the top we can steadily climb, until standing on the summit we can unfurl to the world the standard of our organization.

CO-OPERATION

Herein lies the secret fire which glows upon the altar of fraternal brotherhood. but, alas, many of our members do not seem to believe in cultivating the kingly grace of friendship through correspondence with each other. We have 12 members in the association, and the association is no better or no worse than the 128 members make it. If it makes us better, ought we not co-operate with each other more and more, and seek to know each other better? Let us, then, with the graces of chivalry throw our banner to the breeze, enriched as we are and will be under the four-fold principles of organization, and strive to make the coming year the brightest in the history of our cause and to the good of each other.

W. H. Steinbrenner, Lincoln Inn Court. Cincinnati, Ohio, wants to hear from all distributors in Ohio, Indiana, Illinois and Kentucky, located in towns of 2,500 and over. This work is placed by the International Association of Distributors

J. A. Clough, Room 414, River street, Chicago, Ill., wants the names and terms of distributors in all towns of 1,000 and over in Ohio, Indiana, Illinois, Michigan and Missouri. He is sending out work. This is I. A. of D. work.

Traveling around among the country towns within one hundred miles of Atlanta, Ga., the thought uppermost in my mind has been this: Do our members realize the amount of good they can be to the advertiser in the small towns in their territory? If so, do they put their knowledge to use? During my recent trip into the towns I have seen stacks of advertising that has been sent to the druggist to be distributed, only to be piled away until some cleaning day, to be consigned to the flames or dumping grounds. I would like to hear from members generally on this subject

In perusing the columns of our official organ, I notice it has passed its fourth milestone. As one who has followed its monthly rounds, I can but congratulate its efficient management upon the excellence of their publication, and wish them many, many happy returns of the day.

Before another issue is published auother year will have passed away. In looking back upon the past year, I can but pay this tribute to the noblest efforts which the officers and members of the L A. of D. generally have given to the cause of distributing, and wish them all a Merry Christmas.

I want to hear from every officer and member of the association in regard to making our columns in THE BILLBOARD more attractive, as well as more helpful to the cause. Brethern, we need your help; will you respond?

The president, in relating his experience in the November issue of BILLBOARD, has set an example which every member of the association should follow. If you feel unable to do it yourself, send your matter to the press agents and let them incorporate it in their monthly reports.

"Who will be the first?" EDW. B. BRIDGER, Press Agent

Here is a Merry Christmas to all distributors, and especially these brave, valiant souls who shoulder to shoulder, under the banner of the I. A. of D. are fighting for honest service and the elevation of the house-to-house distributing.

WILL A. MOLTON.

On this page we present a portrait of Mr. Will A. Molton. Mr. Molton is widely known as the hustling proprietor of the distributing agencies bearing his name at Cleveland and Toledo, O., and is the editor of that bright little monthly which is published every now and then under the title of Up-to-Date-Distributor.

We have had numerous requests from our readers to publish his portrait, and after repeated efforts finally secured one from an intimate friend of his, who also supplied us with the data from which we have pre ared the following summary of his career:

Born at Mansfield, O., July 22, 1870, he is now in his 27th year. He commenced distributing circulars at the age of ten, his first client being a barber in his native city. At first he only devoted his Saturdays to the work, but he conducted his service so thoroughly and honestly that he added one merchant after another to his list of customers, gradually devoting his evenings, then his mornings before school hours, until finally he had to leave school, at the age of thirteen, in order to take care of his business, for by this time he really had a well established

At the age of fifteen he secured a position with the Aultman-Taylor Co., of Mansfield, as traveling distributor, which he held for two years, and then abandoned to accept a similar position with the Pennsylvania Railroad Co. He continued with them for three years.

In 1890 he started his present business in Cleveland under very discouraging circumstances, as distributing was in very had odor in Cleveland owing to the lax methods and dishonest practices of his

predecessors. By the hardest kind of work and the most unswerving loyalty to his clients he gained first a foothold, then a firm foundation and fina'ly a magnificent clientele.

It is said that he now handles fully two thirds of the business that reaches Cleveland and nearly half of the Toledo allotments.

Recently he has opened branches at Akron, O., and Detroit, Mich, which are doing nicely, but are still new ventures.

Mr. Mol on is a member of the International Association of Distributors, and is well thought of. He enjoys the confidence and esteem of advertisers every-

Donaldson's New Home.

The new home of the Donaldson Lithographing Co., pictured in their advertisement on the back page of our cover this month, is without doubt the largest and handsomest building occupied by an American printing house.

It occupies the best portion of a block, contains over one hundred and twentyone thousand square feet of floor space and is fitted with seven large fire-proof vaults for lithographic stone.

It is heated throughout with steam, lighted by a 1500-light dynamo and furnished with a magnificent Corliss engine.

Spacious lawns surround the imposing edifice on all sides, and in summer these will be beautified with rare flowering plants. The offices are large, handsome

The building is just twelve minutes' from Fountain Square by electric car, which runs to the very door

The equipment of the Donaldson Co is just about doubled by the move.



J. T. HUDSON.

Sketch of J. T. Hudson's Life.

Mr. J. T. Hudson, whose portrait we give herewith, owns and manages the "Twin Cities" Distributing Agency of Pittsburg and Allegheny, Pa., the largest and most reliable distributing agency in Pennsylvania. Although only twentyseven years of age, he has had over eleven years' experience in the advertising business, and to-day enjoys the confidence and esteem of the majority of the largest advertisers, having no less than seventy-five of them as his references.

Mr. Hudson was born at Birmingham, England, October 24, 1870. After finishing a common school course of instruction, he went to King Edward's College, in his native city, and graduated from there in the early part of 1886 Having a natural aptitude for the advertising business, he started up at his home immediately after his graduation, and has been in the business ever since. After working for two and a half years his health broke down and he was compelled to quit and sell his business. He then came o America to visit his brother in Pittsburg, Pa., and liking this country so well he decided to stay. After being here fifteen months he again started in his old business in February, 1892.

He now employs from twenty-five to thirty-five men (distributors) almost constantly. Several months ago Mr. Hudson ioined the International Association of Distributors, and at the recent annual convention, held last July in Cincinnati, Ohio, he was unanimously elected second vice-president.

Mr. Hudson is a naturalized citizen, and takes an important part in politics in his own city. He is a total abstainer and so are all of his men, and this is one

reason he has been so successful. Everything he undertakes to do is done under his own personal supervision.

We are in receipt of a folder which contains many letters indorsing Mr. Hudson's work

The International Association of Distributors is fortunate in the possession of W. H. Steinbrenner.

A harder and more indefatigable worker does not exist. He is an enthusiast. After his own business he has but one aim. one sole ambition, and that is the welfare of the International Association of Distributors. All of his spare time all of his surplus effort and pretty nearly all of his surplus cash goes into plans and ideas designed to widen and extend its membership and influence. We are not unmindful of the efforts of others. Hill, Case, Reid, Hudson, Vansyckle and the rest have done much - very much, indeed. but Steinbreuner works all the time.

It was Steinbrenner who reorganized it -Steinbrenner who kept it from going to pieces - Steinbrenner who nursed it in the trying months of its infancy.

It is a great, big, powerful organization to day. It would go on increasing of its own momentum, but Steinbrenner is sending it forward by bounds and great jumps.

His unflagging enthusiasm has triumphed over many obstacles The International is a success. So is Steinbrenner.

It is reported that John Springer, formerly of the Springer Litho. Co. and Springer & Welty, has purchased what remains of the Empire Show Printing Co., and will re-embark in poster printing in Chicago,



WILL A. MOLTON.

DISTRIBUTING.

Distributing has kept pace and made as much progress, if not more, than any other method of advertising. Some distributing firms over the country are putting their men in uniform and doing away with boys entirely. A good illustration of this method was shown in the August issue of Profitable Advertising in the group of Erickson's men of Boston.

Front door, house-to-house distributing is one of the best methods of reaching the consumers and of talking to them individually. In the past there has been a great deal of difficulty in large firms getting their advertising matter properly distributed, but now that the system is carried out on a business-like basis, and that each man or distributor is required only to put out a fair average number for each day's work, the returns from that work are a great deal better and the cost a great deal less. Instead of expecting a person to distribute fifteen hundred or two thousand circulars or pamphlets a day, if they will put out correctly and honestly only six hundred, eight hundred or one thousand, they are doing a good day's work.

I see no cause whatever why distributing should not be done in a conscientious manner and on a business-like basis, as well as bid posting or sign writing, where the manufacturer or advertiser could count in each district or city or town the exact number of circulars or pamphlets that it would take to reach the residents of those places. We all know that a circular or pamphlet thrown over a fence or into a yard is absolutely worthless, and the moment it is soiled or disfigured in any manner its advertising value is

In this section of the country, especially in Denver, Pueblo and Colorado Springs, the average amount of work that we ask of our distributors is to put out from six hundred to eight hundred pieces a day, which is an average of a house a minute, sixty houses an hour and six hundred houses in ten hours' work.

The difficulty in having honest distributing done is passing away, and I see no reason why the distributor and advertiser should not work hand in hand, for surely every piece of distributing matter that is honestly put into a dwelling house, office or block, will count one for the dis ributor as well as for the advertiser It is a hard matter to check up distributing. One must rely entirely upon the honesty of the foreman of that department of each individual distributor working under him, and the only possible manner in which an advertiser can check up his distributing is by following the routes out himself, or going from house to house and asking each resident in that place if they received a pamphlet or circular advertising his business. It cannot be checked up the same as bill posting or sign advertising, or, in fact, any other method, and therefore it behooves a distributor to do work in a conscientious manner; and when once the confidence of the advertiser is assured the distributor need have no fear of anyone getting he work away from him, even if others offer to do it for a less price.

It is not merely the cost of distributing that a general advertiser looks at, but at the cost of getting out the advertising matter and the returns that he will get if the advertising is done in an honest, conscientious manner; and I argue that firms that offer to distribute for \$1 00, \$1.25 or \$1.50 per thousand cannot do their work as well and satisfactorily as if the price were a little more.

You cannot expect something in this world for nothing, and, therefore, distributing cannot be done in any city save at a fair profit, taking in all expenses, incidental and otherwise, for less than \$2.00 per thousand, and in small cities or counties the price should never be less than from three to five dollars per thousand, and at five dollars per thousand it is just one-half of what it can be done for by mail service, and a mail carrier can do no more than an honest distributor in handing the advertising matter into a dwelling, office or block.-[Jas. A. Curran in Profitable Advertising.

H. S. Holmes, of Chattanooga, writes as follows: "I shall be glad to subscribe for your paper any time that I see you are doing anything to help distributors. You seem to be for bill posters alone." This is all wrong. We will give distributors as much space as we do bill posters just as soon as distributors write us as often as

F. W. Sabichi, of Los Angeles, Cal., and a member of the I. A. of D., carries a two-and-a-half inch advertisement in The Journal, a newspaper published in that city. He uses the association cut in

The Herald, of Los Angeles, Cal., offers the following disquisition on houseto-house distribution

"The law now forbids the stuffing of rivate letter boxes with unmailed handoills and circulars. A penalty is attached to violations, and what has been a chronic nuisance since private letter boxes were invented will now be abated

"It is unfortunate that the law cannot reach the fiend who litters up the front piazzas and the lawns with these same circulars and handbills. This nuisance is greater than the other, and it causes much more annovance.

"It is hardly possible to conceive that this manner of handbill advertising is satisfactory or remunerative in any way. It exasperates people to have their premses littered up by a lot of waste paper. The great majority of people never read such circulars. Of those who do read them, three-fourths do it for the purpose of identification, in order to register a solemn vow that they will never trade with a business house that causes them such an annovance.

"There ought to be a law to reach this class of offenders. Surely no person has the right to litter the premises of another against the latter's will. Such an act is plainly a nuisance. If a man's lawn or piazza is covered with sticks and stones, he could lawfully cause the arrest of the person responsible. Then why not of the person who strews the premises with

"Handbills and circulars undoubtedly have their legitimate uses. In themselves they are not offensive, and they may constitute a legitimate mode of advertising. It is the manner in which they are used that makes the difference"

The Times, of the same city, handles card tacking in this wise, viz:

"Complaint is made by citizens living in the southwestern part of the city of a practice which prevails there of tacking advertising cards on shade trees and on the sides of wooden curbs. Such signs are not only unsightly, but they are often dangerous, as children tear away the cards and leave long nails sticking in the wood. There is an ordinance against this practice, and it should be enforced."

Of course, due allowance must be made for the natural bias of petty papers. The

editor, who also has to hustle for ink and paper, cannot bear to see money spent for advertising anywhere, save for the space he has for sale. Whenever he deals with bill posting, sign painting and house-tohouse work his dissertations are exaggerated and overdrawn. The time was, though, when both distributing and sign tacking was more or less loosely done, but since the advent of the International Association of Distributors conditions have been vastly improved. Lax methods are now the exception and not the rule. Advertisers can now secure service which is much more certain and exact than that offered by any newspaper. Furthermore, his contract with an association member is virtually an insurance policy which protects him from all loss, either accidental or by reason of negligence or incompetence. If los is suffered the advertiser is promptly indemnified by the association at large. Did any one ever hear of newspapers banding together for the protection of advertisers? Hardly.

Join the International Association of Distributors, and in two years you will not be willing to sell your membership for a hundred times the amount it cost

Donat J. Lefebvre has contracted with the Roy & Boire Drug Co., 21 Pearl street, Manchester, N. H., to advertise Menthol Cough Soothing Syrup all over the New England States east of New Haven, Conn. The service will be "hand in house to-house," and none but I. A. of D. members will be utilized

Read Jas. A. Curran's article on distributing, in another column.

At the great football game between Yale and Princeton, played at New Haven. the fakirs had a hard time of it, for two enterprising newspapers gave away free of charge the very things that the col-

The New York Journal had a large number of distributors giving away megaphones in blue and orange and black calling attention to the paper. Outing had uniformed distributors watching the trains. Every man or woman stepping off the cars was watched If she or he wore a chrysanthemum, a dainty badge with orange and black ribbons was no sented, with the compliments of the paper printed on it, not too conspicuously, If they wore violets, then a badge with the Yale blue streamers was handed to them. It was a pretty conceit, and one that ought to have paid in renewed sub-

John L. Smart, of Pensacola, has the following among his regular customers C. I. Hood & Co., Lowell, Mass.; Wells Richardson & Co., Burlington, Vt.; Chas. H. Hyer, Philadelphia, Pa.; Stillman Remedies Co., New York City; A. I. White, New York City; Nichols & Co., Chicago, Ill.; H. R. Allen, Surgical Institute and Sanitarium, Indianapolis, Ind.; Dr. Miles Medicine Co., Elkhart, Ind.: H. T. Hanson & Co., Schenectady, N. Y .: California Fig Syrup Co., Louisville, Ky.: Acme Chemical Mfg. Co., New Orleans, La.; Lydia E. Pinkham Medicine Co., Lynn, Mass.; Hamlin's Wizard Oil Co., Chicago, Ill.

Steinbrenner has secured the immense Dr. Burkhart contract, which embraces every town of 2,500 and over in Illinois. Indiana, Ohio and Kentucky. It was due solely to the influence and standing of the Association that Dr. Burkhart was induced to try house-to-house work.

Cannot something be done to secure greater degree of uniformity in price-We fully understand that no flat and in flexible scale may be adopted, but glarininconsistencies shake the confidence of advertisers, especially those who are mak ing a first trial of house-to-house work.

The same mail brought us two rate cardlast week. One was from San Diego. California, a town of 20,000 population: the other from Montreal, population about 190,000. We publish both to illustrate now badly they conflict:

SAN DIRGO

Circulars, per 1,000	\$1.50
Pamphlets and books, per 1,000	2 00
Cards tacked, per 100	2 (0)
MONTREAL.	
Small handbills on street	\$2.00
Small handbills, house to house	3.00
Small handbills, handed in	4 00
Bulky or unfolded circulars	6 00
Folded one-sheet circulars	5.00
Bulky or unfolded newspapers	7 00
Folded newspapers	

Samples of Medicine, etc...... 7 00

Cards tacked up, from\$10 00 to 50 00 It seems to us that this is a matter for the consideration of the I. A. of D. Surely a greater degree of uniformity is possible, and if so, it is unquestionably highly de sirable.

W. D. Redington has compiled a list of firms who do house-to-house work. It is valuable to distributors.

During December all the large advertisers are pretty generally engaged in revising their lists. Distributors ought to make it a point to write them. If they are dissatisfied and thinking of making a change, this is the time that they will make it. Get your name on their lists for next year. We give herewith a list of the principal houses who do house-to-house work :

Street & Smith (New York Weekly), Ne

W. J. Hanson Co., Schenectady, N. Y. California Fig Syrup Co., Louisville, Ky. Sterling Remedy Co., Indiana M ter-Milburn Co., Buffalo, N. V.

H. J. Heinz Co., Pittsburg, Pa. W. J. Brant Co., Albion, Mich. The Dr. Chase Co , Philapelphia, Pa. The Dr Kilmer Co., Binghamton, N V Wells, Richardson & Co., Burlington, Vt. Charles H. Hyer, Philadelphia, Pa. Stillman Remedies Co., A. J. White, New York. ies Co., New York. Nichols & Co., Chicago, Hamlins Wizard Oil Co., Chicago, 111. Acme Chemical Co., New Orleans, La Sutherland Medicine Co., Paducah, Ky. Peruna Drug Mfg. Co., Columbus, O. Valter Baker & Co., Dorchester, Mass. wn's Iron Bitters Co., Baltimore, Md Warner Safe Cure Co., Rochester, N Hiscox & Co., 853 Broadway, New York. Kickapoo Indian Medicine Co., New Haven

The Mix-Phospho Co., New York. The Kaercher Drug Co., Allegheny, Pa. The Walter-Robertson Drug Co., Pittsburg Pa The True Remedy Co., Buffalo, N. Y. Von Mohl Co., New York, The Boro-Lithia Co., Waukesha, Wis Luhrman & Wilburn, Cincinnati, O. rhard-Mennen Chemical Co., Newark, N. J. Diamond Dust Sonn Powder Co. Philadel The Burgoon Medicine Co., Pittsburg, Pa.

Dr. A. B. Simpson, Richmond, Ind Chas. A. Vogeler Co., Baltimore, Md. 3. G. Green, Woodbury, N. J. Allen S. Olmstead, LeRoy, N. R. Lyman Brown, 168 Dunne street, New York Pond's Extract Co., 76 Fifth ave., New York. Block Bros., Wheeling, W. Va. W. H. Hill Co., Detroit, Mich. A. J. White, 30 Reade street, New York. Farrant & Co., New York city. A. C. Myers & Co., Baltimore, Md. Jas. Elverson (Golden Days), Philadelphia, Pa.

Fair Department.

Although Toledo, Columbus and Marietts are all prominently mentioned for the Exposition commemorating the Centennial celebration of Ohio, it is probable that Cincinnati will be selected. There are many reasons why the Queen City should be chosen, chief among which is that she is the largest city in the State, and has more and better hotel accommodations than any two other cities combined.

Aside from this, Cincinnati gave to the world the modern exposition. She it was who first conceived and carried out a great mechanical and industrial fair. The idea has since been copied far and wide, but Cincinnati originated it.

For this reason, if no other, she is entitled to the Ohio Centennial Exposition.

FOR A PERMANENT EXPO-SITION.

Company Organized in Chicago to Show the Benefits of the West.

The Chicago, Western and Northwestern States Exhibition Company is the name of an organization chartered by the Secretary of State. Its headquarters are in Chicago and its capital stock \$20,000. The objects are to maintain in Chicago a permanent exhibition of the products of the Western and Northwestern States and Territorie for guidance of those seeking homes, to furnish information regarding transportation, cost, etc., and do general advertising and publishing business in connection therewith. The incorporators are John W. Buehler, J. Meredith Davies and H. P Watt

St. Louis Fair Next Year.

The Board of Directors of the St. Louis County and Agricultural and Mechanical Society, composed of F. W. Rauchenstein of Clayton, John A. Massey of Bridgeton Henry Bopp of Ballwin, T. T. Dwyer of Dwyer, Dr. John Pitman of Kirkwood. Peter Kerth of Clayton, and Henry Albers of Florissant, which was chosen at the annual meeting of the stockholders in Clavton, November 1, met in the County Commissioner's office at St. Louis. November 15, and elected officers for the ensuing year. Col. F. W. Rauchenstein, of Clayton, who has been at the head of the society for the past four years, was unanimously re-elected. The other officers of last year's corps were also re-elected. They re: Col. John A. Massey, vice president; J. Will Barron, secretary, and H. L. Wilson, treasurer. The affairs of the association are in excellent condition, and the directors anticipate a most successful exhibition for the fall of 1898. The extension o the Clayton and Forest Park electric railroad to the County Fair Grounds at Dwyer is under contract, and the road will completed in time for the opening of the next county fair. Extensive improvements in the way of exhibits and pleasureable attractions are contemplated.

SCORE ONE FOR THE NEWSPAPERS.

Anniston, Ala., Nov. 22, 1897. Editor THE BILLBOARD,

Enclosed please find \$1.00, for which Phose send me THR BILLBOARD for one year, beginning with the current number. For the first time in years we have had County Fair which, so far as this county was concerned, was the best advertised of any fair with which I have had any acquaintance.

The county paper, which, by the way, has the largest circulation of any paper in Alabama, persistently advertised the fair for eight months. There was not, however, a single lithograph posted, but in spite of this the fair was a great success in every way, both in entries of farm products and stock and in a large attendance, making the fair a financial success.

Next year it is intended to make a district fair and advertise extensively with lithographic work as well as in the papers.

As soon as the date is decided upon, I horses. will advise you of the fact, that you may have it entered in your list of fairs.

THE BILLBOARD

Yours, truly, HOWARD W. SEXTON.

COLUMBUS, O., To Have a Big Food Show.

The date for the food show under the auspices of the Retail Grocers' Association. which was to be held December 15 at the Auditorium, corner of Goodale and Park streets, has been postponed until Jan. 15.

The food exposition will continue from at date until the 1st of February.

Exhibits will be made by wholesale and retail grocers, preservers, packers and others, from various parts of the United States. Space has already been asked for by Pittsburg manufacturers and preservers food, by firms in Chicago, Minneapolis

A display of flowers, such as chrysanthemums, will also probably be one of the features of the exposition.

It will be a show that will appeal especially to the ladies, and during the exposition the auditorium will be the Mecca of young ladies and their sweethearts as well as wives, who have already learned that the palate is the guide-post pointing the way to the heart.

ORANGE COUNTY.

County Fair Association to be Discontinued.

The directors of the Santa Ana Fair Association held their first meeting since the races this afternoon. After the usual routine of business had been transacted and bills audited, the question of discontinuing the meetings came up. It was decided to levy an assessment of \$10 per share. This will meet all deficiencies that now exist, and the association will hold one more meeting at least. Messrs, Parker, Blee and Riggs were appointed a committee to confer with the Driving Club, an organization now being formed in the county, with the view of making arrangements with the club to lease the race track.

ALLENTOWN, PA.

Fair for 1898.

Work on the Allentown Fair of 1898 has already begun. Two committees met October 22 to take the initial action, the fruits of which will be seen a year hence, when the fair grounds are opened for fair week

The Committee of Arrangements of the last fair met in Secretary Mohr's office. The members present were Hon. Jeremiah Roth, R. R. Fitter, W. K. Mohr, A. W. a committee to confer with the traffic as-DeLong, M. F. Bastian, T. G. Helfrich, J. H. Bickel, W. F. Becker, T. K. Klein and D. F. Fink

They agreed upon these recommenda tions:

That the fair grounds be closed Saturday before fair at 4 p. m., when all entries in the house department must be on the grounds.

That all live stock and farm entries must be in place by noon of Monday of fair week That the fair commence Monday instead

of Tuesday. That the dates for 1898 be from Septem-

ber 19 to 23, inclusive. That new stalls be erected for exhibiting

The meeting was attended by President

Roth, Vice President Ritter, Secretary Mohr, Treasurer DeLong, C. H. Cohn, G. W. Eckert, H. T. Kleckner, C. W. Dech, Dr. A. H. Balliet, J. H. Bickel, M. S. Wiedner, George Desch, James Seibert, M. F. Bastian, I. B. Meyer, W. G. Horlacher, T. K. Klein, T. G. Helfrich and V. H. Wieand.

The recommendations were favorably considered, and in addition these recommendations were made to the annual meet-

That permanent eating and huckster stands be erected and their use sold to the highest bidders.

Tuesday be known as Children's Day

RICHWOOD, O.,

In the Field Early-Dates for 1898 Already Claimed-Sets the Sluggards a Good Ex-

At a meeting of the Executive Board of the Richwood Tri-County Fair Association held in Richwood October 25, the total receipts of the fair were reported to be \$3,496.60, and the expenses \$2,810.09, leaving in the treasury after all premiums, etc., have been paid a surplus of \$686.51. This is an exceedingly good showing for the Association, and insures Richwood another fair next year. The dates will be October 11, 12, 13 and 14.

Cheraw, S. C., is to have a fair this year, the first in that section of the country for over twenty years. Doubtless, it will be well patronized. Premiums ame about \$1,000 will be given.

The American Association of Fairs. DETROIT CONVENTION.

At the convention of the American Association of fairs the following states were represented, viz:

Illinois, Indiana, Minnesota, Iowa Kansas, Michigan, Nebraska, New York, Ohio, Wisconsin and Missouri, the delegate from the state last named being a representative of the St. Louis exposition The following schedule of state fairs

was agreed to:

New York, August 22 to 27; Ohio, August 29 to September 3: Michigan and Minnesota, September 5 to 10; Indiana and Iowa. September 12 to 17: Wisconsin and Nebraska, September 19 to 24: Illinois, September 26 to October 1; St. Louis, October 3 to 8. Should the Ohio state fair be held one week later, this will give the New York fair the date now assigned Ohio.

Rev. Furnas, of Nebraska; W. W. Miller, of Ohio; J. J. Pearce, of Illinois, and John Corner, of Nebraska, were made sociation for rates, etc.

The following program for the next meeting was presented and adopted:

"What Can Be Accomplished to Establish Uniformity in Rules of Administration?" "Should Live Stock Sales be Inaugurated on State Fair Grounds Under Auspices of Fair Management?" "Right of Exhibitors." "What Is the Best System of Dairy Tests?" "What Privileges Should be Granted on Fair Grounds and How Should They be Controlled?" "How Can We Reduce the Issue of Complimentaries, and Would It be to the Best Interest to abolish the Complimentary System?"

The election of officers resulted as follows: President, R. W. Furnas, Nebraska; vice-president, A. J. Lovejoy, Illinois; treasurer, Wm. M. Liggett, Minnesota; secretary, J. W. Fleming, Ohio.

Afro-American Fair and Interstate Exposition in 1898.

Bishop A. Grant, president; F. I. Richardson, secretary.

Chartered under the laws of Texas, and indersed by its legislature and governor. Suggested by the purest and loftiest sentiments of American citizenship—the advancement of our race.

The Afro-American State Fair and Interstate Exposition will be held in the city of Houston, Texas, September 1st to November 30th, 1898, and will be national in its character.

The aim and object of this exposition is to exhibit to the world the remarkable advancement made since emancipation in educational work, the liberal and fine arts, science, mechanics, agriculture legal and moral, and by such exhibition to stimulate and encourage the further pursuit of knowledge, that the acme of pure and lofty American citizenship may be obtained.

RIBUTORS PLAC S S $\mathbf{\Gamma}$ ◁ 山 Z m 山 A

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Under this heading the publishers invite a see and full discussion of any and all mat-rs of interest to advertisers, bill posters, dis-

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Editor THE BILLBOARD. Cincinnati, O.

Dear Sir—We read with much interest your article in the October number, on page 4, in relation to posting towns and villages, and your experience in sending out the same. We find it allies with our ideas exactly, but we have had any firm in trying to work up a trade with ou local people, also trying to induce outside advertisers to enter our field. When we tell you we are almost discouraged, it is putting it mild We have carried our ad constantly in your pa per, and also one in The Bill Poster, and some of ton, and we have never yet received a dollar's worth of work from outside through same We have got some outside work, but we hap pened to catch their traveling when he got in this territory and worked a little out of him. To be sure, we have worked up some local busi ness, but it was done very slow and has cost us every dollar we have received trying to get o people started. We have a nice county population-about 60,000. We know every road and have built quite a number of boards and try, is every instance, to give the advertiser the ful

it to the bill posters there, in nearly every in-stance, in preference, on account of the higher rates they get per month for posting. We believe the advertiser makes a mistake. both the local and national one, for if they were derate amount of paper in all our towns and keep putting it out, I am sure the results would more than meet their expectations just as you state, but how to reach this end is a great puzzle to us. We have written our views to Mr. Carroll, but got a very curt reply from

worth of his money. We look the matter square

in the face, and have summed it up about as fol-

get more commission by placing the work in the large towns and cities, and, therefore, send

s: That soliciting agents for the association

Now, this article is not for publication: it is a personal letter. If you can give us any new ideas or pointers, do so. It will be greatly apeciated. Certainly, the advertisers take ances in patronizing us, for we are responsi ble by reference to either commercial agency. can verify this, and we are at liberty a ess house in our territory, where we are well known. We are going to try and hold out a little longer and see if the business will not

our posters and manner of doing business mo mently before the local advertisers. It is his: We manage the opera house he about the 22d inst. we propose to have a poster exhibit in the same by hanging the walls completely full of the different kind of posters we ile; also, wood and metal signs, and place the prices on them plainly, and then invite iness man within a radius of ten miles e. It will be opened at 8 o'clock p. m., at ich time every merchant who is interested will be at liberty, and see if the plan will not bring us prominently before them and result in some business. If it brings us nothing, it will ot cost us much to try. We have electric light in the house and can show our walls off to fin ntage. Any pointers you can give us will

Thanking you for favors, we are, Yours very truly,

The above letter was not sent us for publication, but it touches with such force upon a question of vital importance o bill posters that we have decided to use it, simply withholding our correspondent's name. Here we have a shrewd, intelligent man—a man of ability and a man of affairs who has made an earnest, well directed and able effort to establish a business in a live town of over 2,000 inhabitants, the center of a county of 60,ooo inhabitants. He has provided an admirable service. His boards are well built and well placed. He has provided a bulletin service, and in addition thereto

conducts a distributing bureau. And yet, in spite of the closest economy, after very nearly two years effort, he has not been able to make it pay.

Discouraged, he asks, "What else can l do before I give it up?"

And there you are, gentlemen of the Executive Committee of The Associated Bill Posters (inc.).

Answer his question, and you will be doing something worthy of your efforts and your offices

Mr. Middleman, are not you, too, some what responsible here? Instead of inveighing against bill posters in Savannah, Bellefontaine, Columbia and other cities where you cannot get service, why cannot you evolve a scheme, method or means whereby you can ascertain and reward efforts like the above?

The town in which this party is located supports a newspaper. It is, therefore, capable of supporting a bill poster. The business of bill posting will never be great, complete and independent until our correspondent's inquiry is answered.

We repeat the question: What is to be done for the towns and villages?

Kansas City, Mo , Nov. 22, 1897. Editor The Billboard,

Cincinnati, O. Dear Sir-Business in Kansas City is good. Everybody seems to feel as though the long-looked-for prosperity boom had struck us, and there is work for all. In the last seventy days I have put out 1,200,000 pieces of advertising mat-ter, and have some in sight yet. There has also been much advertising matter put out here that I did not do. Some of it was well done ving got acquainted with their methods while I was in the street department of this city-found their "trade mark" under bridges, side walks and any old places that I, as a street inspector, had to go. They don't like competition it means that they must do better work; they can't put out a few "trade marks" and destroy the remainder of the matter. They are writing to our patrons very naughty letters about us but all the old-time adv ham people that their stuff was being wasted and thrown in the streets by the orders of the manager of the Midland Advertising Co.; but, itely for them, they fell into a trap that I had laid, for the distribution was not be gun until four days after they mailed their

Dr. Davis' Headache Powders are being put out in the same manner that they were last July one man is given from 3.000 to 4,500 for a da go out in fives and sixes without attracting attention, and frequenty in rooming houses tw to thirty are dropped down in a bunch.

Bromo-Seltzer fared no better-was a daily little memorandum put three to ten in any

Sterling Company's Cascarets and No-to-Bac Dr. Pierce's work is also in the "list of lost

labor," as is that of Dr. Greer, of Chicago.

The Freside Companion went out from two hundred to three hundred in a place. The street department, while mowing the weeds las nearly had their scythes ruin running on to ten or twelve bundles. The sam people handled them again this fall, but had to hunt new fields, as the weeds are all down

once in a while.

Very respectfully yours, JOSEPH REID,
Manager Midland Advertising Co.

Rockville, Ind., Nov. 15, 1897. Editor THE BILL BOARD,

Cincinnati, O. Dear Sir—The prosperity wagon has hit me.
In October and November I had better business than any month in the summer.
I have now on my boards the following:

Hamlin's Wizard Oil, 15 12-sheets; McMurty & Butler, 25 16-sheet stands, local; Joe M. Ellett, 25 sheets, local; McConnell's Sir Jonathan Cigar Foley's Kidney Cure: Foley's Honey and Tar Ott & West; McCoy & Hargrave; Rockville lls, 50 20-sheet stands

I am contracting agent for the Big Domina Flour. Bill posters in Indiana and Fastern IIIi nois, send me your very best prices for thirty days' showing, listed and protected. I am also contracting agent for Indiana for the Queen of Hearts Cigar, made by a local factory.

My complete directory of Parke county will soon be ready for delivery. Bill posters and advertisers, look out for it. It gives the total population of Rockville as 3.347, and the county which I carry, 25,000. On its pages will be hal tone cuts of the most prominent men of the

I have just put up another big 60-foot board. I have space in Rockville for 9 40 sheets of paper. I am not a member of any bill posting association, but I maintain prices. I am going to add another town to my list; I have been looking at it for some time: it is the town of Rocheste Ind., and has a population of 5,000. It is a first-class town, and has no bill poster, only one big board for the shows that play that city. I will get things in running order about January 1.

The plant will be one of the best in the state for the size of the place. I will leave Rockville about December S, and commence putting up boards as soon as I get there, and you can rest sured that you will get good service if you ever want work done in Rockville or Rochester

I will give you a little theatrical news from ient to the largest house that ever as sembled hundreds were turned away, unable to get standing room. At 8:30 p. m. the curtain went up, and one of the finest stage settings sed was seen. Mr. Mack, in conclu sion, gave "Ram Rod No. 45." He left for Bellmore the next morning.

E. R. Spencer comes on November 25. He

rill be greeted with one of the largest h that ever witnessed a show. He is a great favor-

J. T. Jones, the dramatic critic, is very ill with

W. N. Joiner, of the opera house, will go with

Distributing has been good, as well as bill posting. I have put out the following this month: LaGrange Robe and Tanning Co., LaGrange, Ind.; Wells Medical Co., Lafayette, Ind.; Merchants' Gargling Oil Co., Lockport, N. Y.: James Paxton Voorhees lecture No ber 16; McMurtry & Butler, local; and a ship-ment from Dr. Miles Medical Co. Elkhart, Ind. I find the Dr. Miles Co. the best company I ever did distributing for. All you have to do for them is to do good house-to-house distributirg, and you will always get their work. Give what you contract for, and you will get work at all times

Some of the Rockville people went to Terre Haute to see the "Isle of Champaign," at the opening of the new Grand Opera H

Well, as I think I have said enough, I will

Yours truly,

EMMETT LITTLETON City and Suburban Bill Poster.

Waukesha, Wis., Nov. 15, 1897. Editor THE BILLBOARD.

Dear Sir-We herewith enclose you conv for advertisement in next issue of The BILLBOARD. We have been busy with the following work since last May, when we purchased the bill post ing business in this city:

Our Posting Department—Four 24-sheets for Sparkling Kolafra (Gude); 3 8-sheets, Goodrich Transportation Co.: 60 1-sheets, Otto Pritch Due Works (Fitzgerald, Milwaukee); 300 3-sheets and 1,000 snipes, Dr. C. I. Shoop, Racine, Wis.; 40 8-sheets, Wakesha Water Co. (local); 100 1-sheets, Bethesda Spring Co. (local): 10 sheets and 10 4-sheets, Califo R. V. Pierce, Buffalo, N. Y. (Hote): 112 1/2-sneets, Strauss Bros. Co., Chicago: 15 12 sheets. Davy Crockett C'gar (Donaldeor %-sheets, Foley & Co., Chicago; 10 3-sheets, Girl from Paris Cigar (Hoke); 25 3-sheets, Santa Bana Cigar: 25 I-sheets, Julia Marlowe Shoes 5 I-sheets, Aurora Corset Co., Aurora, Ill.: 4 7x4,

eeman's Pepsin Gum.

Distributing Department—Eureka Laundry Co., Milwaukee; 5,000, Dr. C. I. Shoop Co., Racine, Wis.; 1,000, Bellevue Medical Institute, Chicago; 2 000, Pyramid Drug Co., Albion, Mich.: 2,000, Dr. Miles; 2.000, Wells & Richardson; 2.00 Dr. Chase Co.; 2,000 Consolidated Tea Co. (local). Sign Tacking Department—500 for C. I. Shoop;

for Foley Co; 220 for Pyramid Drug Co. Much advertising matter has been wasted here lately, which the following firms put out: Kickapoo Indian Medicine Co.; Hood Medicine Co., Chicago; Buck's Stove Co., St. Louis: Dr. Radway Co., New York: Doud Pharm Co., Chicago; E. G. Cone, Chicago; R. T. Booth, York; Street & Smith, New York; Scabcura Dip Co., Chicago; Fremont Grape Juice Co., Fremont, Ohio; Chamberlain Medicine Co., Des Moines, Ia.; Ypsilant' Drug Co., Ypsilanti, Mich.; Carter Medical Co., New York; A. S. Olmstead, LeRoy, N. Y.; Enterprise (local); Thrig Shoe Store (local); Robinson & Irving cal); Putney Bros. (local).

Yours respectfully, WAUKESHA BILL POSTING CO. CHAS. G. MEVIS, Manager.

Atlanta, Ga., Nov. 15, 1897. Editor THE BILLBOARD,

Cincinnati, O.

Dear Sir—The yellow fever, which has crippled our Southern members a great deal, is at last passing away, and the advertisers are at last beginning to advertise in this section. last beginning to advertise in this section. I have finished distributing 30,000 books in the city and suburbs and 14 000 in the small within 100 miles of Atlanta for the L. E. Pinkham Co.; 8.000 papers for Block Bros. Tobacco Co., 500 litho, cards for the U.S. Fidelity and Guaranty Co. of Baltimore, through local agents, and have the assurance of work from the Dr. Miles Medicine Co. E. E. Sutherland Drug Co., Chattanooga Medical Co., Dr. Kil-mer's Medical Co., and Dr. Greene's Genesee Pure Food Co., with the promise of others and much local work. Altogether, the prospects are much brighter than a short time ago

EDW. W. BRIDGER.

Vancouver, Wash., Nov. 19, 1397. Editor THE BILLBOARD. Cincinnati O.

Dear Sir-I think THE BILLEOARD is a fine paper. I can hardly wait for its coming and t will certainly take it again before the expira-tion. Business has been good in Vancouver this I have had posted on my boards from 700 to 800 sheets of paper all season and I think some of the work I received was due to adver

I think if Sam W. Hoke means what he says

we will all get a handout next season.

There are prospects of the railroad completing the line that was started a few years ago between Portland and the Sound crossi-Columbia river at Vancouver. If so, our town will be booming next season.

Yours respectfully, IOHN L. MARSH

Connellsville, Pa., Nov. 26, 1897 Editor THE BILLBOARD,

Cincinnati, O. ar Sir-Business is steadily increasing with as, and by keeping on the even tenor of our way we expect it to continue to grow. Although it may be slow, we know it will be sure, as we ilding up a business by doing our work in a thorough manner, and know by doing so we

Will just say here that our first contract, over a year ago, was with the W. T. Hanson Co., of Schenectady, N. Y. Their contract expired over a month ago, but the sale of Dr. Williams' Pink Pills for Pale People is increasing in volume. This month they sent us 7,000 books to distribute. Their traveling man, Mr. Gunnels, called on us last week, and asked for pen, ink and paper, and wrote a note to his house to allow us \$2 per thousand, as we could not do it for any less in the manner we were doing it. They are first-class people and we like to work for them.

We are proud to say that we are the first to contract with the Foster-Melburn Co., of falo, N. Y. We have also made contracts with Dr. Chase Co., of Philadelphia; Burrows Yeast Factory, of Detroit, Mich. H. I. Heinz Co., Pittsburg, and the W. J. Brant Co., of Albion, Mich; and we expect in the near future to make contracts with several more substantial

We are making no effort for the local trade outside of street car advertising, as they generally employ boys and cheap men to hang their circulars on the gates and thrown into yards. Could say a good deal about bad distribution, but will only add that I saw Dr. Kilmer & Co.'s valuable books thrown into yards last week in Uniontown just before a conti magine how many of them were picked up after they became soaked with rain

Yours truly,
WM. CLOWRS, Manager

Santa Fe, N. M., Nov. 20, 1897 Editor THE BILLBOARD,

Cincinnati, O Dear Sir-Business has been picking up and is getting larger. I have had a good trade right along this fall, and since my last letter have had 10 25-sheets for Mains' Circus, and have now on sheets, "OO" Cigar; 10 8-sheets Manitou Water; 3 16-sheet Diamond C Soap and 55 1-sheet Diamond C

Have distributed 1,500 for Dr. Miles Co., 1,000 Paine's Celery Compound and 1,500 Celery Com pound, all in city of Santa Pe.

I shall probably make another country trip in

December if the weather holds out. We can

st and distribute here all the year ro it is never cold or stormy enough to delay our work more than a day or so. Was in Denver last month and had the pleasure of mee mutual friend, Mr. Jim Curran, and his side partner, A. H. Searles. They are the life of the Rocky Mountain bill posters, and good people e business with

Mr. John Moore, representing the Donaldson Co. and W. J. Morgan & Co., poster printers, was here on the 15th. He placed some orders and put in an opening wedge for more from

With best compliments of the season, I am Yours truly,
A. M. DETTELBACH.

Taunton, Mass., Nov. 22, 1807. Editor THE BILLBOARD,

Cincinnati, O. Dear Sir-It is our intention to advertise in he Xmas number of The Billnoard; not for lack of business, for we are crowded with work both posting and distributing, as never befo We want to support you on account of the efforts manifested in behalf of the bill posters and distributors by your valuable paper

Gentlemen, we wish to give credit where credit is due, for your paper is a medium of help that could ill be dispensed with. We feel dis nosed to add our mite in helping a good thing across, as per diagram received from you and enclosed herewith,

Very truly yours.

TAUNTON BILL POSTING CO.

A. B. WHITE.

Ottawa, Ohio, Nov. 5, 1807. Fditor THE BILLBOARD,

Cincinnati, O. Dear Sir—We enclose you one dollar, as per your bill of October 20; please receipt.

Your paper is a great thing for fair people. I had numerous calls for it at my office. Thanks. Yours truly,

A. P. SANDLES Secretary Putnam County Fair.

Covington, Tenn., Nov. 1, 1897. Editor THE BILLBOARD,

Cincinnati, O. Dear Sir--Since last writing I have put out the following: Tacked 250 signs for J. B. Holloway Co., Louisville, Kv., and distributed t so books at the fair for Hamlin Wizard Oil Co., Chicago: also posted 2 12-sheets for Hamlin Wizard Oil Co. Expect a shipment from Dr. Miles Medical Co., Elkhart, Ind., and W. T. Hamon

The advertisement I had in September and October issues is still bringing results-THE BILLBOARD does bring results.

The yellow fever has stopped most all com-

business, but before this issue is out I hope it will be over and the bill posters in the vellow fever districts be busy. Thanking you for your valuable space, and hoping THE BILLBOARD will meet with much

> Yours fraternally, H. N. HOLSHOUSER

San Francisco, Cal., Nov. 23, 1897. Editor THE BILLBOARD.

success. I remain

Cincinnati, O.

Dear Sir—We have made another route and taken in the following towns: Ocean View, Baden, Milbrae, San Mateo, Bellmont, San Carlos, Menlo Park, Palo Alto, Redwood City, Mayfield, Mountain View, Santa Clara, Milpitas, Alviso, Alvarado and Warm Springs.

A meeting will be held at the office of Siebe & Green, Eleventh and Market streets, December S, at 8 p. m., of the California Bill Posters' Association, which will be beyond doubt one of the strongest organizations that every existed

So far we have forty-six pledged, and need only about fourteen more to control every town in the State of California. We will send you more particulars as to the meeting, George H. Siebe having been elected president protem. Respectfully yours,

SIEBE & GREEN

We are compelled to disappoint quite a number of readers this month. We can not procure the portrait of either W. B. Lowden or Alex. Clark. Neither of these gentlemen gentlemen has had a portrait taken in years, and neither will take the time to sit for one just now. We will get them sometime, if we have to hire an expert to lay for them with a 1. lay for them with a detective camera.

Louis Roesch Co., of San Francisco, recently created a superb brochure for Seibe & Green, the big bill posters of the Pacific

ADVERTISING. the advertiser gives the daily more care, and is less likely to forget about and neg-Geo. P Rowell Jollies the Dailies at the

for advertisers, was appointed to open the

discussion, and gave expression to his

"We have to think more of the charac-

ter of the advertisement than of the fre-

quency of issue of the medium to be con-

sidered. No one would put a want or to

let advertisement in a monthly. Even

a weekly would not be used if a daily were

available. There are examples of sorts of

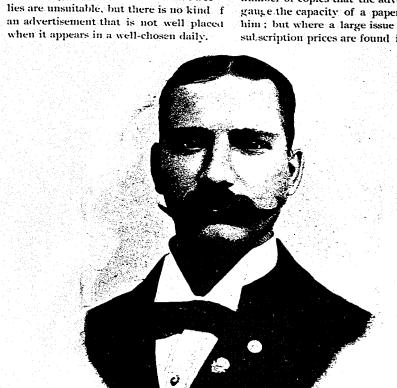
advertising for which monthlies and wee: -

views as follows:

lect Lis advertisement in it. Expense of Periodical Publications. "When an advertisement is small its effectiveness is vastly enhanced by being At the monthly meeting of the Sphinx placed with others of the same general Club, an association of New York advercharacter, and the perfection of classificatising men, held at the Waldorf, on the tion is only to be looked for in the daily night of Wednesday, Nov. 10, the subject paper; except, perhaps, in the case of for consideration was; "The Relative school advertisements to which some Advertising Value of Daily, Weekly and n onthly magazines pay unusual attention Monthly Publications." George P. Row-" If the frequency or infrequency of isell, publisher of Printer's Ink, a journal

sue of a publication is worthy of any consideration at all in fixing its value to an ed ertiser, it is not of anything like so much consequence as the quality of it when it does come to hand. Not how often does it appear? but how good is it? That is the question.

"The price at which the publication is sold has an important bearing. It is true that a high selling price commonly insures a small edition, and it is mainly by the number of copies that the advertiser must gauge the capacity of a paper to benefit him; but where a large issue and a high subscription prices are found in conjunc-



J. H. LaPEARL.

"A paper that is well printed is on that account of more value to an advertiser than on account of any infrequency of issue. It is true that there is a well-founded prejudice against super-calendered paper and extra fine press-work, because there are earmarks that indicate a small e lition. but given editions of equal size, the handsomely printed publication, on good paper, is worth more than the poorly printed one on bad paper. A cleanly printed daily is better thought of, and more thoroughly read by its purchaser, than a dirty, smudgy weekly; and to-day the average daily is as well printed as the average weekly The great number of badly printed monthlies that are put out would surprise the person who should attempt to make a collection of them

"A dead advertisement or one that stands from season to season without change, excites the reader's detestation both for itself and for the sheet in which it appears, and standing, stereotyped advertisements are more common in weeklies than in dailies, because, although the daily charges less in proportion to circulation, its more frequent appearance makes the advertisement cost more per month or by the year, and on that account

tion, that is the best advertising medium,

whether issued frequently or seldom. A one-cent paper is a one-cent paper and not only is it worth no more because it comes out at infrequent intervals, but quite the contrary, Some one-cent dailies are excellent. The Chicago Tribune is sold for a cent, and some people assert that it is the best newspaper published on this continent or in this world. Surely no weekly or monthly selling at a corresponding price can be pointed out that compares with it in value to reader or advertiser.

"The only thing that makes our superb monthly magazines worth more to an advertiser per line per thousand copies issued, is the superior excellence of the paper and illustrations. These cause them to be intrinsically worth a greater sum of money, and there is a consequent greater probability of copies being preserved and looked at several times. A monthly like Comfort, or the agricultural monthlies sold for a cent, or two cents, or five, get no more attention from a reader and are worth no more to an advertiser, per thousand issues, than a daily paper sold at a similar price and presenting an appearance equally creditable.

"It is urged against daily papers nowadays that their circulations are unnaturally forced and that a considerable percentage of the number printed comes back unsold and unread, but it is probable that what is charged in this way is equally true of the low-priced weeklies and monthlies, and although these may not be so certainly returned, they make up for that by going sometimes in twos, threes and half dozens to single names of persons who not only do not pay for them, but do not want. them or even look at them,

"The impression that weeklies are more carefully read than dailies is erroneous. The daily is sure to be read, but many excellent weeklies are taken from force of habit, and are put aside without being glanced at and sometimes without being so much as removed from their wrappers.

"The mind of man works best under pressure. The daily paper is scanned quickly, but not the less thoroughly. If a small advertisement is overlooked it is because it does not appeal to any want of which the reader is conscious.

"The advertiser who advertises only in a daily paper has a much better chance of success than the advertiser who advertises only in monthlies or only in weeklies.

"That a modern dry goods advertisement ever appears in a weekly paper at the present day is owing solely to the survival of an old-time idea that the weekly must possess some special value. All the teachings of every-day experience go toshow that it does not.

"Many shrewd advertisers make liberal. use of the expensive monthly magazines, but they use them in much the same way that they do the poster and the card in. the cable cars. They serve to attract attention, but this same advertiser, when he has a story to tell, goes to the daily paper.

"The daily paper is the paper of today. An advertisement in it bears fruit today or tomorrow. Its results come while the advertiser's interest is alive and alert. The daily paper nowadays is the best religious paper. Considering its price, it is the best literary paper. For the money charged, it is the best magazine. The Sunday World is as carefully read as-Munsey's Magazine. It prints as many copies. It would be worth as much per line for an advertisement if it were aswell printed and on as good paper.

"Neither weekly or daily can exist without advertisements, but the advertiser who goes to the weekly in preference to the daily is, like the paper itself, a survival. from a time that has gone by. Were it not for those who cling to the obsoleteidea of its value, the weekly would pass away even more quickly than it is now doing. The weeklies will soon cease to exist except as trade and class papers and torepresent special interests and communities not large enough to support a daily.

Gentlemen, if you would advertise and become wealthy, spend your money with the daily paper. If your money for advertising purposes increases, put that alsointo the daily paper. If you must go further, use the well-printed monthlies, There is not a weekly paper in existence today, aside from the class journals, that a judicious advertiser can afford to use: for there are dailies enough to absorb his appropriation, and for every dollar he will. invest, the daily gives greater and better service than the weekly can afford.

No comment on the above is necessary. Geo. P. Rowell is the publisher of Printers' Ink. Ripans uses newspapers, when they can swap for the space. They also use carcards under the same conditions. They would also use posters, if bill posters. would swap, but they won't.



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担极低 TO THE DIGGIFIC NEW YORK. Continuous (Signature) Telephone

THE MEMBERS.

And Not the Solicitors on the Executive Committee, Hold the Balance of Power.

The four members of New York city, Pratt, Stahlbrodt, Gude and O'Melia, usually vote as a unit, their personal interests being very closely allied.

Naturally, Stahlbrodt, Gude and Pratt object to more solicitors, being solicitors themselves for what there is in-it.

So, at the November meeting of the Executive in New York, when George Leonard came armed with letters and 'elegrams from the leading bill posters of the Association, demanding that more solicitors be put upon the list; especially Hoke, he did not realize until the vote was cast, the kind of close corporation he and Bryan and Carroll were up against. Gude, Stahlbrodt and Pratt voted solidly in the negative, causing, for a minute, a tie. The president quickly broke the tie by supporting the three members with whose interests he is more closely allied, and so far as the executive is concerned there will be no solicitors beyond those now on the list.

Luckily for the craft in general, they know just how matters stand, and it makes no difference to them whether these people are on the list or not. Business is gladly accepted, and the usual commissions are allowed. In some instances this latter is done sub rosa, but in every instance it is done. In fact, there are very few of the members who ask that this be kept secret, feeling that the committee is acting in an unwarranted and high-handed manner in trying to hog all the business.

As a result, the bill posters, generally, are getting about all the business they know how to take care of, all the solicitors, official and otherwise, except Stahlbrodt, being very busy at the present time. Stahlbrodt, however, seems to have lost his hold, if he ever had one, and if he is sending out any work no one seems to be aware of the fact.

And so the matter rests.

There is talk of reviving the bill to prohibit the use of the American flag or its representations for advertising purposes. This bill has been before Congress several times, but it has always failed to pass. In fact, the most intelligent members of Congress, as well as the most intelligent citizens, do not want it to pass. It the bill aimed at no more than the prevention of the use of the flag for purposes which all must acknowledge as degrading, there would be little or no obection to it. But it goes further, and seeks to prohibit the placing of any kind of lettering upon the flag, except by the Grand Army and the regular regiments, whom the bill graciously permits to in scribe their names and numbers upon the flag. The granting of special privileges such a matter is what "queers" the bill in the minds of intelligent and patriotic men. There is no reason why the regulars should have this privilege more than the volunteers, or the Grand Army more than any other civic organization. The flag belongs to all citizens alike and if there is any reason for inscribing it at all, one body of citizens have as much right to do so as another. The source from which the bill emanated also had more or less influence in causing its re-

The Ottman Litho. Co., of New York, is also making a bid for theatrical patronage. Their imprint is seen on the window work of the Julia Arthur Co.

J. H. LaPEARL.

J. H. La Pearl, whose portrait appears on page 19, is proprietor and sole manager of LA PEARL'S GREAT ALLIED R. R. Shows, an organization that has burst upon the attention of the public during the past year with all the sudden and surprising brilliancy of a meteor sweeping across the skies. The La Pearl Show has grown from almost insignificant size to its present magnificent proportions in an astonishingly short space of time. The show now ranks among the important amusement institutions of the country, and is recognized as an important factor in the circus world.

J. H. La Pearl is an exceptionally able man in his line and noted for his integrity. His obligations are all met with becoming promptness, and it is said that he has never missed a salary day in all of his varied experience.

He is a great student of billboard advertising, and enjoys the distinction of having been the first showman in America to bill a small circus entirely with special paper, discarding stock designs entirely.

Mr. La Pearl attributes his pronounced success in a great measure to his billing policy. He has a large circle of friends of the kind that are worth knowing; is a Mason, Elk, Knight of Pythias and a pleasant, good-natured, well-balanced gentleman.

He has only just found his gait. If we mistake not, the world will hear more—much more of La Pearl hereafter.

The Cross Printing Co. of Chicago have established a most enviable reputation for turning out handsome stationery. Their imprint can be found on the letterheads of more bill posters, distributors, fairs and theatrical attractions than that of any other one house in existence.

Billboard Advertising O. K.

Fame notices that some of its contemporaries, devoted to the interests of the bill posters are seriously discussing and bitterly commenting upon a remark of Rounseville Wildman in the San Francisco Ad Book to the effect that "bill-board advertising has outlived its day of usefulness in the eastern cities." The proposition is too absurd to need any answer. The bill posters have no reason for alarm

Not only are posters used as much as ever, but they are bound to grow in popularity as population increases. The bill posters themselves can assist this growth by conscientious work, but they cannot stop it by even the slouchiest methods. The poster cannot do the work of the newspaper. The newspaper cannot do the work of the poster. Neither can ever eject the other from the advertising

For one article the newspaper is the better medium; for another, the poster; for most things, a combination of the two. Often a product that has been advertised in detail in periodicals may well be kept in the public mind by the use of its name alone on posters; and just as often a name made familiar to the people by poster work may wisely be explained in the periodicals.

Fame is inclined to disagree with Mr. Charles Austin Bates in his lately expressed theory, "An advertisement that does not tell facts isn't an advertisement." Some of the best of poster work tells no facts at all. It only calls attention to the name of the things to be sold.—Fame.

RL. THE PROPER SPIRIT.

An Interesting Letter From Sam. Pratt.

The aristocratic residents of East Orange, N. J., recently contracted a violent case of aestheticism and attempted to remove some boards belonging to the Newark Bill Posting Co. The city authorities ordered the removal pompously and the matter got into the papers. Curious as to the final outcome we wrote Mr. Sam. Pratt, who owns the Newark Bill Posting Co., and enclosed the newspaper accounts. We give his reply herewith. It may save some brother bill poster a bad half hour under similar circumstances:

Cincinnati, O.
car Sir—Replying to your favor of the 24th

inst., with enclosure of clippings, relative to the billboard trouble in the Oranges, N. J., beg to say that the Oranges are a group of very artistocratic suburban villages, having all the city improvements. A great deal of the property is restricted in regard to buildings, etc., and we have had more or le-s trouble in that section of New Jersey for the past five years or so, but

provements. A great deal of the property is restricted in regard to buildings, etc., and we have had more or le-s trouble in that section of New Jersey for the past five years or so, but thus far we have never taken down one of our To the layman's mind, all that is required to remove a billboard structure that is objectionable to him or his family is to make a complaint to the mayor, chief of police or the Common Council, and they in turn jump to the ion that they are both judge and jury of the situation: but when it reaches a fine p aw they discover the fact that they are elected r appointed officers to enforce existing laws, or appointed officers to enforce existing laws, and that a billboard structure on private leased property cannot be thrown into the street with to thinking, and they find that the only remedy is to have new laws created; and when it co to city legislation they will find that they will and that the matter cannot be monkeyed with by thoughtless legislators. We do not cour trouble with city or county officials in any of our territory, but we propose to stand on our constitutional rights as business men and protect our interests. If they should by chance pass laws prohibiting us from erecting wooden billboards we would make the stands of iron, and if they

finish, and having done so in the commencement of our business career we have had considerable experience of this character. We return you the clippings, and with kind regards beg to remain Yours very truly,

prohibit iron also, we will erect stone or brick

walls. At any rate, we will hold our end to

The following firms are using posters, and dealing direct with bill posters, viz.:

The Liggett & Myers Co., St. Louis, Mo.
The Gin Cucurbita Co., 312 E. Ninth street,

Haas Bros., 215 Race street, Cincinnati, O.
T. A. Suider Preserve Co., 217 Sycamore street,
Cincinnati, O.
H.-O. Co., New York City.

The Coca-Cola Co., Atlanta, Ga.
The Swifts Specific Co., Atlanta, Ga.
The Drummond Tobacco Co., St. Louis, Mo.
F. W. Felgner & Son Co., 208-216 S. Charles

reet, Baltimore, Md.

The American Tobacco Co., New York City.
California Fig Syrup Co., 324 Hayes street, San rancisco, Cal.

D. R. Talbert, 118 Randolph street, Chicago, III.
Underhill, New York City, N. V.

Underhill, New York City, N. Y.
Atkins, Nashville, Tenn.
Moxie Nerve Food, St. Louis, Mo.
Sutherland Medicine Co., Paducah, Ky.
H. J. Heinz & Co., Pittsburg, Pa.
Walter Baker & Co., Dorchester, Mass.
Van Camp Packing Co., Indianapolis, Ind.
Beeman Chemical Co., Cleveland, O.
Colgan Gum Co., Louisville, Ky.
Muscatine Milling Co., Muscatine, Iowa.
Armour & Co., Chicago, III.
American Cereal Co., 57 N. Moore street, New

York City.
Pettijohn's Breakfast Food, Chicago, Ill.

The product of the great Calvert Litho.

Co. of Detroit is running more and more to posters all the time. The quality of their work in this line is of such a high order of excellence that we shall be glad to see them among the houses that print posters exclusively.

ROCHESTER.

Stahlbrodt Still in Trouble.

We clip the following from *Democrat* and *Chronicle*, of Rochester, N. Y., issue of November 18:

" Hostilities have reopened between the city and the Rochester Bill Posting Company, over the alleged violations by the company of the bill posting ordinance, that was adopted by the council about a year ago. Two legal fights in which the city and company are litigants are now going on, one in the Supreme Court and another in the County Court. By tonight, probably, a third action will be in full blast in police court. Application will be made today to Judge Ernst by the corporation counsel's office, for a warrant for the arrest of Robert West, one of the company's officials, for violating the bill posting ordinance.

"The Rochester Bill Posting Company has a practical monopoly of distributing advertising matter in this city, by methods peculiar to bill posters. The company owns and maintains a large number of bill boards. The particular section of the new bill posting ordinance of which the company has fallen foul provides that no bill-board over six feet high shall be erected without permission from the Common Council.

"The company has never taken out a license under the new ordinance. It was licensed to carry on its business under the old regulations that were superseded by the present ordinance. Shortly after the new ordinance became operative, the company began the erection of a huge bill board on Lake avenue, in the Ninth ward. The corporation counsel was directed to prosecute. West was arrested and tried in Police Court. He was found guilty and fined. Afterwards the company appealed to the County Court from the judgment of the Police Court.

A provision in the new ordinance provides that the mayor may revoke the license of any concern found guilty of violating the ordinance. West was summoned to appear before the mayor and show cause why the company's license should not be revoked. The mayor was about to cancel the license, but was restrained by an injunction issued at the behest of the company's attorney. The injunction proceedings are still pending in Supreme Court, while the company's appeal from the Police Court conviction has not been decided in County Court.

The city is now about to proceed against the company for failing to comply with the provision of the bill posting ordinance, which makes it obligatory for bill posters to be licensed. As far as known, the company has made no attempt to obtain a license. At any rate, none has been issued to it by the city authorities.

The Lowell (Mass.) Courier has the following anent the attempt of the Boston managers to abolish window lithographs, viz:

"One of the Boston theaters has abolished the window lithograph pass business. This is a movement in the right direction, and if generally adopted would mean much money for the box offices. People who go to theaters read the newspapers. A two-square ad will draw more patrons than a twelve-sheet stand of bills."

We will bet the Lowell Courier that it won't. Furthermore, we will wager the Courier does not know what it is talking about, and would not know a twelve-sheet stand if it was to see one.

THE BILLBOARD

THE BOYCOTT

NOT A LEGAL WEAPON.

The U. S. Court of Appeals Makes a Ruling of Vital Importance to Bill Posters—The Last Prop Knocked from Under That Hateful Iniquity, The "Close" Association.

An opinion handed down in the United States Circuit Court of Appeals at St. Louis, Mo., November 13 last, holds that the boycott is not a legal weapon. The decision will be one of interest to bill posters all over the country, and especially those who are members of the Associated Bill Posters' Association, inasmuch as it upholds the right of advertisers to buy their advertising as cheap as they can obtain it and to patronize whom they please. The case in question is that of the Oxley Stave Co. vs. Coopers' Union and Trades Assembly, both of Kansas City, Mo.

The Coopers' Union and Trades Assembly caused a boycott to be entered against the Oxley Stave Co. The latter went to the United States District Court and secured an injunction against the defendants, restricting them from pushing the boycott.

The defendants appealed to the United States Court of Appeals at St. Louis, which, November 13, affirmed and sustained the decision of the lower court.

Judges Sanborn and Thayer, in doing so, said that the defendants had no right to form a conspiracy to deprive the plaintiff of its right to manage its business in a manner which it esteemed right and proper.

If such a thing was lawful, then a combination may be organized for the purpose of preventing the cheapening of commodities by the introduction of laborsaving machinery, such as typesetting machines, presses, harvesters, thrashers and thousands of other useful inventions in machinery processes and methods which reduce the cost of merchandise.

Competition also tends towards reduction, and any action looking towards its restriction or restraint is a blow at the rights of the public.

Judge Caldwell dissents from his associates in a lengthy opinion, but he, too, roundly scores trusts and combinations, and gives their methods an awful roasting. And so it is that the last excuse for con-

ducting the Associated Bill Posters' Association on "close" lines is swept away. It remains now to be seen if those members who possess power and influence in the organization will rise to the occasion. We shall see now if those who have acknowledged the strength and utility of the "open" organization possess the courage of their convictions. Will they declare themselves, or will they allow one narrow-minded man and a few of his henchmen to browbeat and intimidate them into silence and supine acquiescence?

Opposition is the one particular and important evil that afflicts the business of bill posting. No other one thing exercises an influence one-tenth part as baneful. It runs up rentals and it runs down prices. It gives rise to covering fights and destroys the advertisers' confidence. A single city in which it exists is a blight on all other cities.

The "close" association is powerless to deal with it. In fact, on the contrary, gives rise to it, fosters it and keeps it alive. The "open" association would make new instances almost impossible, and would do away with four out of five of the existing cases.

How long? How long will the thinking men knuckle?

How long! Oh! Lord, will the pin heads rule?

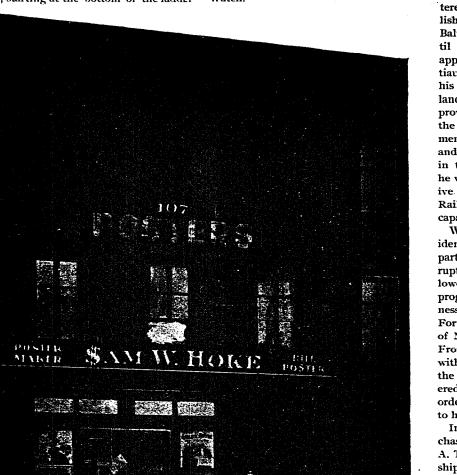
W. E. FRANKLIN.

On page 13 we offer the portrait of William Emory Franklin, of the famous Robinson-Franklin Shows, and an advertiser of marked ability and many attainments. Col. Franklin is one of the few who, starting at the bottom of the ladder Cannot Copyright Advertisements.

Judge Jenkins, of the United States Court of Appeals, handed down a decision on the copyright question, holding that advertisements intended solely as advertisements are not capable of a copyright.

—Cincinnati Post.

The Alder Print is the imprint on the paper of the New York Horse Show, and the Brett Litho. Co. appears on the 16-sheet advertising the Ingersoll Dollar Watch.



THE HOME OF THE DOLLAR MARK.

has attained affluence, but whom affluence has not spoiled. To many of his intimates he is still "Watseka Bill," and there is no one who enjoys hearing the sobriquet more than himself.

Col. Franklin has been bill poster, agent, general agent, partner, and, finally, sole proprietor of his own show. Afterwards railroad contractor with the Barnum & Bailey Show, the then greatest show on earth, at a senator's salary.

Leaving that organization, he accepted a position as general agent with the great Main Shows at a princely salary, and by his judicious use and knowledge of the billboards achieved one of the greatest individual records of modern times.

He is a proprietor now, but he orders the posters himself just the same, and keeps a sharp eye on the billing, too.

HOKE'S OFFICE.

Probably no address in New York is better known among bill posters than 107 West Twenty-eighth street, the home of Dollar Mark Hoke. There are very few knights of the brush but have pictured it in their mind's eye.

The young man in the foreground is one of Mr. Hoke's artists. That is Hoke on the steps, with his arms akimbo. He is not knock-kneed; the illusion is caused by his attire, a combination of bicycle knickerbockers and golf stockings.

C. S. Houghtaling, known far and wide as "Hote," is to start a publication of his own. We will lay odds that it will be both unique and interesting.

GEORGE H. HOUCK.

See page 5.

George H. Houck, of Baltimore's ex-

clusive and only bill posting firm, Rife & Houck, was born in Carroll county, Maryland, in 1828. A brief review of his life's career will most aptly establish the truth that Mr. Houck is a self-made man. He was educated in the public schools of his native state. His experience with the business world began when, at the age of twelve years, he accepted a minor position with the queensware house of Charles M. Keyser, of Baltimore. In 1848 he entered the service of the well-known publishing firm of John Cushing & Co., of Baltimore, remaining in their employ until 1861, when he received a legislative appointment in Annapolis Md. His initiation in the field of politics resulted in his appointment as warden of the Maryland penitentiary, which position, not proving congenial, he resigned to enter the service of the city detective department of Baltimore. He proved a capable and efficient officer, and after remaining in the municipal service for eight years, he was commissioned as a special detective in the employ of the City Passenger Railway Company, continuing in that capacity for ten years.

capacity for ten years.

When a young man Mr. Houck became identified with the Volunteer Fire Department of Baltimore, and, uninterruptedly, for twenty-nine years he followed in the line of advancement and progress of the fire service until his business enterprises forced his resignation. For many years Mr. Houck was captain of No. 2 Truck Company of Baltimore. From 1863 until 1894 he was connected with the local passenger department of the Baltimore & Ohio Railroad, and severed his position with that corporation in order to devote his attention exclusively to his more profitable business enterprises.

In 1888, when Mr. George W. Rife purchased the bill posting plant of the late A. T. Houck & Co., he formed a partnership with Mr. George H. Houck, under the firm name of Rife & Houck. The new firm soon annihilated all opposition, and by controlling all billboard space in the city and vicinity made opposition practically impossible.

In 1890 Mr. Houck became associated with Messrs. James L. Kernan and George W. Rife as one of the proprietors of Holliday Street Theatre, Baltimore, under the partnership title of Kernan, Rife & Houck, which theatrical enterprise still continues most successfully.

In December, 1896, together with Mr. Rife, he started a bill posting plant in Washington, and in June, following, this plant was consolidated with the L. Moxley advertising service, of which Rife & Houck are now one-half owners,

Mr. Houck is an affable, courteous gentleman, energetic and thoroughly systematic in business affairs. His varied and extensive experiences and ventures in commercial and professional lines is a fitting illustration of the truth that "the world's a stage and each man in turn plays many parts." It can, however, be said with equal truth that many have failed to play their part in the drama of life as successfully and as creditably as the subject of our illustration—Mr. George H. Houck

"Opporchunities," said Uncle Eben, "is pretty sho' ter come to ebery man. But it's a mighty good idee, jest the same, foh him ter hustle 'roun' an' send out a few invitations.—Washington Star."

To Produce Inscriptions On Glass. -A Continental exchange of the Painter's Magazine says: Dissolve 36 grains chloride of sodium in and 7 grains sulphate of potassii in in 500 ccm. of water; likewise 14 grains chloride of zinc in 500 ccm. of hydrochloric acid. For use, mix equal parts of both solutions and apply the mixture with a pencil. After half an hour has elapsed the lext is con pletely etched in

There is a whole lot of little papers pub lished, ostensibly clain ing to be devoted to the interests of agents and advertisers: while the fact is, nearly every ad. they contain is on the "catch penny" plan. The puzzle scheme which so many held forth is a fraud in every sense of the word but one. Of course, you get the paper, which is undoubtedly worth the few pennies, but did you ever hear of anyone getting a prize. The victims of their deceitfulness are mostly children and ignorant persons; the problems and puzzles being so simple that anyone who can read can solve them. The curious features about it is, is that the proprietors of a majority of them are regarded as honorable men People whom one would think would not, by holding forth such golden inducements. take the last few pennies that a child has by giving it its money's worth in something it does not want.

Emblematic signs are as old as the world. The first account we have of them is in the story of the garden of Eden, when God put cherubims at the gate to warn the only two people in the world that they must not trespass.

. For large pictorial signs, distemper colors may be employed with about as much satisfaction as oil paints, while they are much more easily and more quickly worked. In advertising signs, where they are only required to last for a certain time, their use is recommended. They may be made to last quite awhile by using a cheap varnish over them. Thin varnish intended to be used over distemper with benzine or gasoline. By so doing the glass will be preserved. When much turpentine is used in varnish it kills the glass: besides is injurious in other ways.

When it comes to subscribing for newspapers and periodicals ihere are men, in some respects, like a certain class of temperance people, so long as the whisky is free they set no limit to their capacity. When they have to pay, they are temperance men both in words and in action. Moral: Don't condemn your trade journal because your subscription is not paid.

One of the chief difficulties in the way of the betterment of the conditions of rades of all kinds is jealousy. Because one man is a little better mechanic than hif neighbor is no reason he should attempt to down him. The general public always considers such attempts in their true light. When you abuse a man in he same occupation as yourself you abuse the occupation. People will find out what you can do without your heaping coals of fire on your neighbor's head. Dignified respect for pour fellow-craftsman's accomplishments always brings the respect of the public. Your work will find you out.

Colors ground in oil are dearer at first cost than dry colors; but, like grandma's me-made stockings, cheapest in the long

Yellow is the strongest of the primaries. Blue is called the receding color; that is, yellow will appear to be the closer when both are placed the same distance away. Red possesses neither of these character-

To set gold letters off to the best advantage, they should be separated from the ground color with black. The exceptions to this rule is only when the ground is a pure white or a jet black.

Glycerine put in water in which brushes are kept will prevent its freezing.

For varnishing water-color drawings on paper an exchange recommends the following treatment: Take pure crystal glue and boil in sufficient water to bring it to about the consistency of shellac polish. Apply it evenly with a soit brush, and allow to dry twenty-four hours. Now varnish properly with thin damor lacquer. Paper varnished in this manner may be washed off with soft brushes.

A cheap rnugh-stuff filler may be made of keg lead, 1 part; ochre. 4 parts; mix stiff in 2/3 japan to 1/3 raw oil; apply heavy, avoid brush marks.

The Present Demands by the Public of the Sign Painter,

We have always heard and read, that a sign, to be effective, should be brief. It is generally considered that constant publicity wins success in business; it being assumed that when people see your name constantly before them, they begin to think they know you, and it is then but a short step from acquaintance to patronage. The eloquence of advertising does not lie in briefness, as some would have us believe, but in what is said and the munner of saying it. This applies to sign painting, other than merely the firm's name, intended only to mark a place of business, as surely as it does to other branches of advertising. "Brevity is the soul of wit" can no longer be held up as the sign painter's motto in these piping times of hard times. This thought will bear the searchlight of inspection. To illustrate a bulletin, and then only have a few wornout words, a phrase or two, as the text, is inexcusable from an advertising standpoint. Why not enumerate some qualities of the thing advertised that will make it seem superior to all other articles of the same kind, and in this wise create a demand for it. If there be any quality or characteristic that will cause a want in the public mind, or which might be productive of sales, the place to say it is on the bulletin in connection with the illustra-

"GO TO JOHN JONES' FOR GROCERIES,

is of no force as an advertisement. Why go to Jones', any more than to Smith's? They both are in the same business. Yes, why go? Why not tell the public why they should go, by stating some points that will produce a desire for Jones' goods above that of Smith's, or by enumerating some peculiar quality that would be most likely to lead the public in Jones' direction? Many people think they are advertising when they are not. They go to work and get up a highly decorated sign, probably lavishing a large expenof money on an artistic execution of the illustration, and then fill in, perhaps, only a small portion of the remaining space with a phrase or two-in many instances with only the name of the firm and the name of the article-when they might just as well put in a striking sentence or sentences, with very little extra expense, if any, which might prove of incalculable value in increasing the sales. It is the business of the practical advertiser to make sales, as it is to constantly keep a name before the public, provided he can do it with a small extra expense.

Bulletin advertising is increasing at a most rapid rate. Good bulletin painters are a scarce article. The market is not glutted, nor will it be for some time. Business men are fast learning that good bulletin advertising is the surest means of reaching the public, and also that it is the cheapest in the long run. The following simple and practical facts bear me out in my assertions, viz.: A bulletin advertisement never sleeps; it cannot be folded like a circular and thrown away without a glance. It can neither be washed off, rubbed off nor pulled off, like a poster. You are not annoyed with it in your mailbox, nor are you disgusted by its being continually handed to you on the street. It stands as a silent monument to the business it represents, while it is talking all the time, and always to a crowded house. It never intrudes on anyone. You have the privilege of reading or of letting it go unnoticed. A good bulletin is out for all that is in it. Rising with the birds it puts on its most becoming attire and sails in for a hard day's work. Thousands see it; thousands read it, and thousands buy because they see and read it. The next day many of the thousands that read it the day before read it again, while the little 2 by 4 dodger lies buried in the gutter, destined soon to fill the ragman's bag or occupy an unenviable position in the

city garbage. The primary object of advertising is, to sell goods. In order to do this, a desire must be created. Charles Aussin Bates says there is no such thing as creating a desire by advertising. He says the desire inherent; the thing is to intensify it. bringing about a demand. Be this as it may, there must be a demand, before goods will sell, whether the desire for them is created or not. It matters but little by what route a demand is created, so it is done; but there is one thing sure -some men will sell more goods of the same kind than others, and some advertisements will indirectly cause the sale of more goods than other advertisements. The question then arises, Which bulletin is the better?—the one which merely gives the firm's name and the name of the article, or the one which proclaims its virtues in a concise and business-like manner? Common business tact argues strongly in favor of the latter.

Simple announcements on the windows or on the sign boards are, of course, effective; they appeal to the passerby in a dignified way which commands his respect, even if it does not secure his patronage. A business house without its sign or signs is like a boat without a rudder. There is an undefined attraction about a business place with well-chosen ads, whether they be in the shape of worded signs, or in some other form which gives it a distinctive characteristic peculiarly its own, and when carried out in an up-to-date manner is, undoubtedly, a safe and sure means of drawing custom. People now generally realize that a sign in some other part of the city, or miles away, is more effective in drawing custom than one in close proximity to the business-is it not the means of bringing people to the place where the business is done who would, perhaps,

never hear of it? Hence, it is not necessary that the words of the bulletin should 1. of letters; there is no regular price. be strong and effective? The main con-It depends altogether on the size of the ity and the value as an advertisement. sideration, when doing such a class of work, is to reach the people who want the Posting is charged for at so much a sheet; article advertised, without intruding on anywhere from 4 to 121/2 cents per sheet a cording to the size of the city. those who care nothing about it. This is good advertising. It is admitted, in general, that the surest and most effective way of doing this is by bulletin signs, placarding and posting. Bulletins being the

most stable, are, consequently, the best.

There is some danger, however, in over-

doing the bulletin. The salient points of

such a sign should be made strong both in

lettering and coloring, while the selling

qualities connected therewith should b

truthfully and honestly enumerated in

smaller letters, while not a word should

be allowed to enter anywhere in the tout

ensemble shat flavors of exaggeration or

misrepresentation. This manner of adver-

tising may be longer in building up a

trade, but when once the business is estab-

lished, it will be on a firm basis. The

patronage will be of the stable kind-the

kind most desirable. False representation

will readily secure trade, but will not hold

it. In a general way, a bulletin is intend-

ed to educate the public mind to think

the best of a certain man's goods, when

thinking along that line, and the man who

can carry this special characteristic into

his work is the one who will be the most

I expect I have said and written it a

thousand times, that the billboards of

America should be controlled by the sign

painters. For who are better equipped to

do the work than they? It is true that

a great many of them are in the hands of

the sign painters, while it is equally true

that the major portion of the business is

maintained by men who employ sign

painters to do that part of the work, not

having a practical knowledge of it them-

selves. Again, there are many cities and

towns which would maintain a well-regu-

lated system of billboards and bulletin

boards, which have none at all. To my

notion, bulletin painting, where one owns

a good plant or plants, pays better than

any other branch of painting. It is neces-

sary, however, that the painter should

own the boards. In view of the fact that

there are so many towns and small cities

that have no bulletin boards, we take the

liberty of advising sign painters stationed

in such places to build a set of boards. I

assure you, if there are any enterprising

men in your town or city, the boards will

soon pay for themselves. All business

men are favorably impressed with bulletin

sign painting as a means of proclaiming

the merits of their goods to the public.

The lumber suitable for such work is

cheap, and the privilege of putting them

up on vacant lots and near the railroad

stations may be obtained for a small ren-

tal, and in many instances for nothing.

The billposting part of the business, which

in some places is quite an item, is an easy

matter for the sign painter, many sign

painters being naturally adapted to the

work by reason of being paper hangers.

Circular distribution may also be added,

while sign tacking, of course, is an acces-

The plan on which bulletin painting is

done is known to the trade as a "time

display or exhibit." A certain space is

rented to a business man, and his adver-

tisement is painted or posted thereon and

allowed to stand for thirty days or a year

(thirty days being the minimum, and a

year the maximum, generally), when it is

painted out or covered with other paper,

without the contract is renewed. Painted

work is generally charged for by the

square foot, without reference to the num-

sory occupation.

successful

Someone a little wiser than his fellows analy remarks: "It is not a theory, but a condition, that confronts us." In bulletin minting, no phrase can be more applicable than this one. It is not so much a question of getting the work to do, as it is of doing it. The trouble is this country is overrun with labor, but not of the right kind. There is too much unskilled and not enough of skilled labor. Then again, there are too many that are skilled in certain branches and not enough in others. The labor of the country, both unskilled and skilled, is unbalanced. It is a fact, there are many good sign painters out of a job at certain seasons. They are skilled, but not in the right way. The business public, at present, demands that they shall be originators of ideas, of catchy designs, of something that will attract the mind and eye of the public and hold it; the end of which being the cause of the sale of a certain article or of certain goods. The poster is, to a large extent, responsible for this state of affairs. From the staid puritanical Roman and block letters of the past generation, sign artists have vied with each other in producing fantastical designs, until sign painting has developed into what we might term an unregulated system, full of fancies and devoid of form. Some artists have carried it so far that it seems to assume the grosesque and ludicrous. It is a question whether there is any advertising value in a grotesque bulletin, and it will admit of arguments both for and against. It appears to us, however, that the funny man has no place in advertising of any kind.— From Painter's Magazine,

Polyglot Publishing Co.

The publication in St. Louis of twelve magazines in twelve different languages is the herculean task in which Alexander Konta, broker and banker, is the moving spirit. With him is associated William Borsodi. Eighteen years ago they were engaged in publishing a newspaper at Budapest. The offices of the new company will be located in St. Louis, and the typesetting, printing and binding will be done there. It is strictly a St. Louis enterprise. Mr. Borsodi, who is editor and proprietor of the American Chess Magaine, will have full charge of the publication and business interests of the new company. The first numbers of the proposed magazines will be issued during the hird week in December. Offices have already been established in New York and London. In view of the fact that there are in this country 3,000,000 Germans 900.000 Scandinavians, 600.000 of Slavonic birth, 500,000 Italians and French, besides the thousands and millions of other nationalities, advertisers will do well to look into this venture carefully. It certainly promises well

In the Far South.

The advance corps of the variour circuses experience some few inconveniences in the Sunny South. Lack of facilities is among their chief difficulties. We illustrate a recent incident in the campaign of the advertising force of the Robinson-Franklin shows, which shows the character of conveyances that they occasionally have to put up with.

THE BILLBOARD

Additional Distributors.

We wish that other distributors would follow the example of Bridger, of Atlanta; Lefebvre, of Manchester, N. H., and Reid, of Kansas City. This department could be made highly interesting and helpful if we could secure an occasional letter or contribution from all our friends. Remember our aim is to make this a monthly experience meeting. We can do it if everyone lends just a little help.

Fischer, of Omaha, still takes an active interest in THE BILLBOARD, if not in the

Vansyckle, of Indianapolis, writes: Business is excellent with us; in fact, we are rushed as we never have been before, but everything is moving smoothly, and everybody satisfied."

Anyone who would make a success of the business of house-to-house distributing must observe the following rules religi-

No. 1. Give exactly the service you contract to give.

No. 2. Never take an order at a less figure than you can afford to give your best

No. 3. Use good stationery.

No. 4. Join the International Association of Distributors.

No.' 5. Keep your name before the advertisers of the country by means of an advertisement in THE BILLBOARD. No. 6. Subscribe for THE BILLBOARD,

and read it thoroughly. Hudson, of Pittsburg, has remarkably

good taste in the matter of stationery. Clough, of Chicago, is very busy. He has recently opened up an office down

Maurice Weintraub is very highly spoken of by traveling agents. It is said that his service is as near perfection as human ingenuity and vigilance can make. Wein-

I. H. Crownover, of St. Paul, has estabished an exceptionally good business in

traub is a credit to the I. A. of D.

HERE AND THERE.

Stahlbrodt knocks everybody, and everybody knocks Stahlbrodt.

A well known solicitor recently sized up Stahlbrodt as follows: "As a solicitor he is a frost. He cannot get a customer unless he can scare or bluff him into a deal." It is noticeable that bill posters pretty generally are steering clear of Display Advertising. Most of them would not mind throwing him a few dollars for an ad now and then, but they object to creating the impression that they were bluffed or brow-beaten into doing so.

Youde's Limited will be one of the greatest successes of the epoch. It is based on sound principles and its earning possibilities are almost without limit. We venture to predict that its common stock will treble in value within the course of two years. We have some concerns in America that pay big dividends, but they pale into absolute insignificance when compared with the magnificent returns which Mr. Youde's scheme promises.

There are a few bill posters who are still afraid of Stahlbrodt's evil eve, but their number is dwindling rapidly.

Haskins, of Providence, denies the rumor that he contemplates selling out to

THE BILLBOARD is the original. All the rest are imitations. 'Nough said.

The associate editor of the official organ of the American Advertising and Bill Posting Co. of Chicago roars over the fact that Edw. S. Bridger, of Atlanta, appropriated an article from his toy book. He neglects to explain, however, that he in turn stole the stuff almost bodily from previous issues of THE BILLBOARD.

Hote is soon going to start a bill posters' paper. He will try to imitate the great success of THE BILLBOARD. Imitation is the sincerest flattery.

AND STREET OF THE PARTY OF THE Poster Printers Carponal

The magnificent eight sheet advertising Pepper whisky, which is sent out by Ramsey, of Lexington, is from the press of the Henderson Litho. Co., of Cincinnati. It is a beautiful creation, and reflects credit on the company who made it. The entry of the Henderson Co. in the poster field gives the Queen City seven poster printing houses, as follows, viz.:

Russell & Morgan. Hennegan & Co. Enquirer Job Printing Co. Commercial Iob Rooms

There are more posters printed in Cin cinnati than in any other city in the

Popular Billy Leachman will manage the theatrical end of the Russell & Morgan Co. Theatrical printing is a new departure for this concern.

Chicago just now presents two anamo lies-The Winterburn Show Printing Co. without Winterburn and the Jordan Show Printing Co. without Jordan, Mr. Winterburn is now in business under the name of W. J. Winterburn & Co., and Mr. Jordan is manager of the old reliable Central Show Printing Co. Both concerns are located at 140 and 142 Monroe

Mr. F. F. Biggs, vice-president of the Tuscarora Advertising Co., printers and manufacturers of an extensive line of advertising novelties at Coshocton, Ohio, was killed by falling from the roof of the company's building November 5. His fall was due to carelessness while flying a

Hennegan & Co., of Cincinnati, have a remarkably fine trade with the bill posters of the country, and it is due as much to persistent advertising in THE BILL-BOARD as it is to their superior product.



Billing a Country Route in the Far South,

Alderman Hirsch, of Chicago, is pluming himself over his ordinance which limits the size of billboards and bulletins to 3x5 feet within 400 feet of parks and boulevards. The idea is in no sense new. It has existed for years in New York, where Alderman Hirsch, undoubtedly, first learned of it. Alderman Hirsch has the originality of an ape, and about as much legislative ability.

The aldermen of Paterson, N. J., have been seized with a violent fever of æstheticism. They have been calling the bill-boards eyesores and saying other mean things about them. They will get over it though, bless their beauty-worshiping souls.

Just wait until Lowden and O'Mealia have expounded the laws of true art to them, and they will be ready to swear that the artistic possibilities of a billboard exceed those of a woodland brook.

\$am. Hoke's "Admiral Girl" has caused a spasm among the good ladies and old hens in Minneapolis, and the W. C. T. U. has moved on Breslauer and Shearer in such formidable array that those doughty champions have had to cease hammering each other for the time being, in order to make common cause against their mutual enemies

The Ladies' Council of Oakland, California, with a view of improving and beautifying that city, roundly condemned fence and billboard advertising and suggested plans to abolish both. Of course, the Oakland Telegram pronounces the auggestions admirable.

"Kick if you don't get them" has thrown Los Angeles into convulsions, according to the Los Angeles Herald. It appears, though, that the editor of the sheet mentioned is the only citizen so far who is frothing at the mouth.

Cincinnati is all stirred up over her bad billboards; at least so the newspapers say. In reality, it is only Rev. Pelton and a few benevolent old ladies. Sam. Hokes "Admiral Girl" is guilty again. That is to say, it was she who brought out the rash. The fever has been slumbering this long while. We cannot see what there is about that damsel that makes her so trouble-some. It must be "the naughty little twinkle in her eye," or mayhap it is the position of the admiral's hand.

And Detroit, too, as witness the following from the Free Press:

"The W. C. T. U. has inaugurated a movement to purify 'obscene billboards and to abolish Sunday theatricals' in Detroit. A committee, consisting of Mrs. Margaret Perry and Dr. Mary Willard, had been appointed at a previous meeting to look up the law regarding the nature of

the lithographs allowed to be pasted on the billboards throughout the city."

If the ladies who are thus placed on record in the public prints as "delving for nastiness" are satisfied, we do not see how anyone else can object—save their relatives.

East Orange is trying to work itself into a frenzy, but Sam. Pratt smiles blandly, and Slocomb is calm and unruffled.

The Boston Transcript tearfully regrets that the billboards on the Washington street front of the South Burial Ground cannot be removed, because the city has sold that part of the cemetery. The Transcript agitated this matter at much length. The Transcript's case is very sad.

The Denver papers crabbed their crusade against the billboards of that city. They published the names of the ladies who inaugurated the movement too early in the fight, and as they (the ladies) were only looking for a little newspaper notoriety, they promptly retired completely satisfied with themselves. And Curran? Oh, yes; Curran—he merely smiles.

THE ASSOCIATED BILL POSTERS.

When the association expelled Haskins, of Providence, and accepted Ames, it took a long step in the direction of the open association. In deciding to maintain some six or seven members in the City of New York, it has taken another. A few more like this last and they will be near enough to embrace. Then—peace, an end to wrangling, factional jealousies, wire pulling for personal ends and the other evils which now hamper the organization and impede its progress. With opposition eliminated, it will be possible to create service and make money, There are happy times coming.

Billy Lowden, of Munson's, and Reagan & Clark are now members of the Associated Bill Posters, thanks to O. J. Gude's finesse. They both own stock in the Paterson Bill Posting Co., which holds the association franchise at that point.

A correspondent who desires his name withheld, wishes us to state that the Executive Committee blundered egregiously when they turned down Siebe & Green and endorsed Owen & Varney. We make the statement because we believe it. We want to say to our correspondent, however, and all others who desire to stir up trouble, but who have no stomach for a fight, that anything they are afraid to sign had best be left unsaid.

There has been much to commend in the work of the Executive Committee so far, but the impression prevails very generally that their resort to the boycott in the instances of H.-O., Snider's Catsup and Hoke was a mistake. Dishon, in Terre Haute, is not going to refuse work to protect Van Beuren & Co. in New York until Van Beuren, in New York, will refuse work to protect Dishon, and that will be—never.

Sam Pratt cannot turn down, say, Pabst, because Pabst has trouble with Dishon. He cannot afford it. The small town bill poster knows it, and threats of expulsion are idle and useless in the premises.

The boycott is, therefore, futile. But, though futile, it is not harmless, because it works injury to the association and the business of bill posting. Advertisers regard it not only as unfair, but underhanded. They look with contempt upon any organization that will resort to such an obsolete and illegal measure. It does not pay to incur the scorn or displeasure

THE SPOILS OF THE RAID.

The advertising of the future will be illustrated. There can hardly be any question about that. Pictures are quicker than type. You get an impression from a picture in half the time you will get it from reading. The advertisement with a picture in it will get attention five times where the unillustrated will get it once.—
Printers' Ink.

The Associated Bill Posters' Association is a "close" one, and only permits one member in one town. This same member has been compelled to work at association prices, no matter whether he had an opponent or not. To meet this difficulty the convention at its last meeting decided to grant a dispensation to its members who had to fight an opposition, giving their permission to charge what prices they cared for a certain limited period, so as to enable them to fight their opposition at cut rates. This ought, at any rate. to suit the advertiser. Its teaching seems to be that bill posting is only vet it its infancy. When the railways first commenced with opposition lines they ran trains between certain points at ridicuously low rates, to the great delight of the public, but to their own financial loss.

No such suicidal policy is now allowed. The fares are fixed and definite, and these great monopolies agree together as to the terms on which they will carry their passengers, which, upon the whole, are fair and reasonable. No hardship is inflicted upon the public, and the shareholders do not suffer by a cutting policy. May we venture to expect that the day will come when bill posting will be conducted on similar common-sense principles, and when by organization and control such an approximate uniformity of charges will be reached that the advertiser will not be able to quote one town or one firm against another as a reason for a reduc tion in prices all around?-The Bill Poster, London, England.

Suppose a man should come into your store, dressed in a suit of clothes so loud that you could hear them a block away; a man with paste diamonds and a dved mustache; a flashy, loud-mouthed sort of a fellow. Suppose he wanted to transact business with you which necessitated your placing absolute trust in his integ-You'd turn him down, wouldn't you? Yet you print ads dressed in the loudest clothes you can find with the aid of an unabridged dictionary and a searchlight, loud-mouthed, bombastic, vulgar ads, which chew tobacco and spit on the floor, and evidently haven't had a bath in a month. You expect people—sensible, refined people—to read these ads and feel convinced that you are the right kind of a man to do business with. Is that reasonable?—Brains.

In advertising, the first and one of the most important things is to catch the eyes the next to convey to the mind of the reader a mental picture of the subject of the advertisement. In nearly every advertisement there is something that can be illustrated, something that can be pictured; and whenever the illustration is a good one, that advertisement is the better for it.—Ad Book.

Good pictures will make your advertisement stronger, but you can't depend on the picture to do it all. The good picture must be backed up by good description and good argument—Advertising World.

In the New York city election Tammany Hall used advertising matter that was better written, more artistically put in type and more judiciously displayed than that of any other organization. Can cards, billboards and painted signs were employed. In all newspapers, of what ever editorial policy, that would sell reading space, such space was used by Van Wyck. Does advertising pay?— Fame.

Probably one of the largest billboards ever erected in Central New York has just been put up by George Castner. It is located on the Grand Opera House '...ding, corner of Montgomery and Fayette streets, and is seven decks high, or seventy-seven feet in the air.—The Courier, Syracuse.

Year after year the advertising business in all its forms assumes a more professional dignity. To-day the bill poster is almost as important an adjunct of the commercial world as the merchant or manufacturer.—The Bill Poster, Chicago.

C. S. Houghtaling, the original and only "Hote," New York's big sign man, is to start a new paper. It is safe to predict that it will treat of the value of getting your name up "by signs," and be issued in the interest of good advertising and Hote. And here's wishing good luck to the new enterprise.—Profitable Advertising.

The solicitor who can create a new advertiser, and nurse him along to success, is a true missionary in the advertising world.—Advertising Experience.

POSITIVELY REFRESHING.

In these days, when the majority of newspapers are hysterically decrying all manner of advertising save newspaper space, the following gem from the Detroit *News* is as welcome as a shower in the desert:

"A boy with a bag hung at his side came up the street at a brisk, businesslike gait. At each open door or window he paused long enough to toss in a half dozen gaily colored printed slips, bearing the advertisement of some enterprising

"The allowance with which he favored the machine shop next the alley was unusually large, and a draft of air caught the bits of paper and scattered them over a wide area of floor.

"Pretty soon a man with a frown on his face and the air of an important subordinate came to the doorway and glared indignantly up and down the street.

"Here, you! he yelled after the busy and impartial distributor. The boy paid no heed.

"'Dick,' shouted the man in the doorway, frowning again.

way, frowning again.

"A shock-headed youth, wearing a greasy apron and carrying a broom, appeared behind him. The man pointed angrily to the offending advertisements, and the youth, after one or two ineffectual attempts to whisk them into the street with the broom, picked them up one by one, threw them on the walk and retired. The man still stood in the doorway frowning. The wind carried most of the papers into the street

"Presently he glanced down at one of the dodgers that lay near his feet. After a moment he attempted to turn it over with his toe. Failing in this, he stooped and picked it up. He read one side; then he read the other. Then he folded it carefully and put it in his vest pocket."

PATERSON.

Fight Is All Over, But the City Council Is Now Trying to Take a Fall Out of the New Company.

The fight for the possession of Paterson,

N. L. has been ended. Sum. Pratt sold

out his interest for a small cash considera-

tion, and the town now belongs share and

share alike to W. B. Lowden, manager of the Munson Bill Posting Co., O. J. Gude Co., Reagan & Clark and J. F. O'Mealia. The style of the company is the Paters on Advertising, Bill Posting and Sign Co., and it owns the franchise in the New Jersey State Association, which virtually makes Lowden and Reagan & Clark members of the A. B. P. A. and entitled to all the benefits and privileges of the organiza-

The new company has been erecting boards here, there and everywhere. In fact, they have been getting the town in fine shape; but the aldermen, egged on by the newspapers, have been trying to call a halt. The following is one of the namerous clippings reflecting the situation.

merous clippings reflecting the situation.

Building Inspector Terhune presented the following report in reference to the sign boards:

'To the Honorable Mayor and Board of Aldermen:

"I would respectfully report under your instructions that I have examined the most of the largest billboards or signs, as they may be called in regard to their safety. The timbers are bolted to the roofs of the different places, braced and nailed from those timbers to the signs. I would report, so far as I can see, they are safe at the present. In my opinion the most danger would be from blowing off, they being open on the backs. They certainly are an additional fire risk in fire limit, which is a violation of the ordinance. I also claim they are additions to buildings, They have those timbers bolted fast to the main roofs and braced from those timbers to the signs, which I claim under the ordinance makes them an addition to the buildings. GARRETT TERHUNE,

"Building Inspector,"

O. J. Gude, president of the bill posting company, was given the privilege of the floor. He said there were hundreds of the same signs in New York, and no objection was made to them. It had been said that the new company was composed of outsiders. The speaker had an interest in this city and had been connected with the local grocers' association for twelve years. He did what he could among wholesaic houses for the pure food exhibit. There were four bill posters here when the new company came. The town was not able to support more than two, yet the local men were given what they had asked for. As to the bill board opposite the City Hall the company paid a yearly rental of \$270. This, on a basis of five per cent. interest, represented a value of \$5,000, and this value is placed where it was unavailable before. In this way valuations had been increased by the new company. Mr. Gude assured the Aldermen that no obnoxious pictures would be placed on any of the bill boards. The company was paying rents amounting to a quarter of a million dollars to New York people, and it looked forward to the time when it would be spending \$25,000 a year in Paterson. Alderman Boylan held that the billboards, or some of them at least, violated both the Fire Limit ordinance and the Health Code, and that during wind storms they grew dangerous. City Counsel Simonton was asked for an opinion and replied that he did not believe that the sign boards were a violation of the Fire Limit ordinance. Alderman Lang was of the same opinion as Alderman Boylan, and if the boards were not a violation of the Fire Limit ordinance they were certainly a nuisance. Vesterday afternoon he noticed that the bill posters spattered their paste on people passing on the sidewalk, and the citizens found it necessary to take the road. Alderman Boylan suggested that the Building Inspector be directed to employ a corps of carpenters to pull the signs down. President Gude said he was perfectly willing that this should be done if the city

would take the responsibility, but he could

tell the Aldermen that the question had

already been thoroughly gone over and

the company had the law on its side. If

the city tore down the signs it would sim-

SENATOR

JOSEPH I. FLYNN.

Popular Joe Flynn. the Bill Poster at Lawrence. Mass., Elected by an Overwhelming Majority.

Although Lawrence. Mass., is a Republican stronghold and Joe Flynn the enterprising bill poster at that point is a Democrat, the latter was nevertheless elected at the recent election. Massachusetts went Republican pretty strongly, and Wolcott, Republican nominee for Governor, carried Lawrence, but Flynn was elected by 1,367 plurality over Dow, the Republican nominee. The latter was the strongest man in

THE BILLBOARD

JOSEPH J. FLYNN.

ply have to put them up again and pay the company damages. The speaker told the Aldermen this as a matter of fact and not in any spirit of antagonism. Mr. Gude said that his company had increased the value of property in this city from \$50,000 to \$100,000. The question of tearing down the signs was put to a vote and was lost.

A Chicago Scrap.

As the result of an exciting fight in the bill room of the Schiller building David Howard, a bill poster connected with the Columbia Theater, is at Kuhn's Hotel under the care of a physician and John T. McArty, advertising agent for the Schiller Theater, and his brother. T. McArty, are under bonds to appear before Justice Hoglund Nov. 15 to answer to the charge of assault with a deadly weapon with intent to do bodily injury.

Mildrum, of Yonkers, now controls Sing Sing, N. Y.

his party. He made a most spirited campaign, and put up a strong, clean fight, but he was defeated hands down.

Mr. Flynn made the race in 1896, but was defeated by a bare 157. Under the circumstances his handsome majority is somewhat remarkable.

We have much pleasure in presenting Mr. Flynn's portrait on this page.

The *Children's Magazine*, published in Denver, is both instructive and entertaining. Although young, it already has claims upon the attention of advertisers.

H. C. Brown, publisher of Art in Advertising, will hereafter publish Truth The truth is that the American Lithographic Co. have found Truth the toughest kind of a tough proposition. In calling Brown to their aid, they have acted wisely. Any man that can keep an advertising paper alive as long as he has Art in Advertising, will find Truth dead easy.

He Thanks Him for the Criticism.

OFFICE OF CHAS. L. McClellan, Member Ohio Bill Posters' Ass'n., Xenia, Ohio, Nov, 12, 1897. Mr. Sam. W. Hoke, New York:

Dear Sir—Yours of the 8th received with check for the third month of Childs' Cigar posting, for which accept my thanks.

which accept my thanks.

I also want to say that I read your article in the BILLBOARD, where you give some bill posters fits. and you say you expect some of them will "get hot under the collar." Now, I don't think any houest bill poster will get hot when he ia at fault. At least, I own up that I did not do right in not notifying you when I commenced posting, and I am not hot either; but thank you you for pointing out to me where I am wrong, I am new in doing commercial work. I am in the business to stay, and am putting up a plant that will be second to none in the country for the size of the town. And I am glad to receive any advice that anyone (who knows) will give, to help me to give my patrons the best service. Thanking you again for past favors,

I remain, respectfully,

Nov. 23, 1897. CHAS. L. McCLELLAN.

I have no objection to your publishing this

I have no objection to your publishing this letter if you think it will be of any benefit to the craft.

C. L. M.

From the fact that some of my criti-

From the fact that some of my criticisms in these columns have been received with some coldness, I am glad to make public the above letter from a man who feels that he is being benefited rather than injured.—§. W. H.

SOMETHING NEW.

Articles of incorporation of the Rotary Sign Co. (whatever that may be) were filed at Paterson, N. J., November 15. The company will manufacture paint and erect signs, and has an authorized capital of \$5,000, but begins business with a paid up capital of \$1,000. The incorporators are Charles W. Turner, O. J. Gude, Frank Fitch, E. C. Gude and Arthur J. Gude.

DIED.

Captain Jack Bentley, the veteran bill poster of Nashville, Tenn., died suddenly of heart failure on the morning of Thursday, November 11, 1897, at his home in that city. He had just eaten a hearty breakfast, and about \$:30 a. m. got into his buggy to go to his office in the Masonic Theater, when he fell from his seat and expired in a few minutes.

Captain Bentley was well known to every theatrical and circus manager on the road, and had been in the bill posting business for a number of years. He was a native of Ohio, and when the war broke out enlisted in the Tenth Ohio regiment. At the battle of Perryville he was wounded in the leg, and for bravery on the field he was promoted to a captaincy, and was mustered out of service in 1863 as a captain. He worked at his trade, an iron molder, in Cincinnati for many years. For a long time he was in the internal revenue service as a special inspector and special gauger at Nashville, and served that city in the capacity of chief of the Fire Department.

He was a member of Geo. H. Thomas Post, G. A. R., of which he was past commander, and at the time of his death was assistant inspector general of the department.

In politics he was a staunch Republican, never wavering in his fidelity to his party.

He was buried at Mount Olivet Cemetery, Sunday, November 14, with impressive ceremonies, the casket being entirely hidden by the numerous floral offerings. He leaves six daughters and four sons.

The bill posting business will be carried on under the same name of John Bentley & Co., his son John Bentley, Jr., succeeding him,

. . WANTED AGENTS to sell our elegant . .

ADVERTISING CALENDARS!

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

LIST OF FAIRS.

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GEORGIA.

Atlanta State Fair Pope Brown pres Hawkins-ville Dr Sam Hape sec

MISSISSIPPI.

MONTANA.

lon Fair and Racing assi

NEW MEXICO. Northern New Mexico Fair assr

PENNSYLVANIA. Mansfield Fair Sept 27 to 30 1898 Barden pres J A Elliott sec W D

TEXAS. Houston Fruit Flower and Vegetable Festival Dec 6 to 11

Poultry Shows.

Ansonia Conn Ansonia P and P Assn Jan 26 to 20 G A Hill sec Asheville N C Jan 4 to 7 1898 FE Hege sec Raleigh NS Raleigh N S
Amesbury Mass Amesbury Poultry and Pet
Stock Assn Nov 30 to Dec 3 M H Sands secy
Ashland O Ashland Co P Assn Dec 22 to 25 H

A Mykrantz sec
iburn Neb Nemaha Valley P Assn Nov 30 to
Dec 3 Rhodes J L L Alspaugh sec
istin Tex Austin Poultry and Pet Stock Assn

Dec 15 to 18
-Meville III Southern Illinois Poultry Assn Belleville 111 Southern Bloomington P Assn Dec 14 to 17 Bloomington III Bloomington P Assn Dec 14 to 18 B N Pierce J J D Shiplev corsec Normal III Bluffton O Consolidated P Assn Feb 1 to 5 H

A Bridge J D J Kohli sec oston Mass Jan 17 to 21 A R Sharp supt Boston Mass Jan 17 to 21 A K Sharp Supt Taunton Mass Buffalo N Y Erie Co P Breeders' Assn Jan 3 to 8 E C Pease sec Hamburgh N Y Canton O Canton P Assn Jan 4 to 7 F H Shella-barger j Wm Friedman sec Cedar Rapids Ia Linn Co P Assn Jan 10 to 15 B N Pierce J Chas H Playter sec Charlotte N C Charlotte Poul Assn Jan 12 to 15

W M Barringer sec
Chicago III National Fanciers' Assn Jan 24 to
20 Chas S Weaver sec 100 Washington street
Cleveland O Northern O P and P S Assn Dec 6

to 12 FR Hunt sec linton Mo SW Mo P Assu Dec 14 to 17 W H Talbert sec ulterville III Egyptian Passn Dec 14 to 16

Samuel Eyre sec
Dallas Tex Dallas P P and P S Assn Dec 7 to 10 Skelton sec port la Eastern Iowa A Pand P S Assn 17 to 20 'I B Voss sec ty Conn Danburn

Davenport Ia Eastern Iowa A Pand P S Assn
Jan 17 to 20 I B Voss sec
Danbury Conn Danbury and Bethel P Assn
Dec 8 to 11 F Bowman sec
Denver Col Colorads Poultry Assn Jan 10 to 15
Detroit Mich Michigan State P and P Assn Jan
3 to 8 F W McKenzie sec Concord Mich
Dixon Ill Rock River Valley Poultry Assn Dec
14 to 18 Shellabarger J F W Fargo sec
Elmira N Y Dec 6 to 11 E W Andrews sec
Elwood Ind The Madison and Tipton Counties
Poultry and Pet Stock Assn Dec 8 to 10 1897
Brie Pa Northwestern P and Pet Stock assn
Dec 28 to Jan 1 A E Blethan sec

Brie Pa Northwestern P and Pet Stock assn Dec 28 to Jan 1 A E Blethan sec Fall River Mass Dec 1 to 4 H S Winslow sec Payetteville Ark Jan 20 to 24 John C Snyder judge J W Butler sec Fitchburg Mass Fitchburg P and P S Assn Dec 28 to 21 J D Brown sec Geneseo Ill Geneseo Poultry Show Jan 3 to 7 W S Russell j Wm G Warnock sec Glasco Kan Cloud Co Poul Assn Dec 27 to 29 M E Potts sec

s sec Mass Cape Ann Poul Assn Jan 11

Gloucester Mass Cape Ann Poul Assn Jan 11
to 15 F H Abbott see
Grand Ridge III Grand Ridge Poul Assn Dec
28 to 31 L W Robinson seev
Guthrie Okla Oklahoma State Show Assn Jan
3 to 6 H B Savage J L F Laverty see
Hackensack N J Hackensack Bantam Show
Dec 8 to 10 John A Gamewell see
Hartford Conn Jan 10 to 15 Geo P Merritt see
P O box 780

rtford Conn Jan 10 to 15 Geo P Merritt Sec O box 789 verhill Mass Merrinack Valley Poultry Assn

Haverhill Mass Mertinack valley Politry Assn
Dec 28 to 30 Geo H Greenman sec
Henry III Illinois Valley P Assn Jan 31 to Feb
3 B N Pierce judge A G Humphrey sec
Indianapolis Ind Indiana State P Assn Jan 10
to 15 Thos W Pottage sec
Kalamazoo Mich S W Mich P Assn Dec 26 to 31
If A Beldmai C W Wing sec

alamazoo Mich S w Mich P Assi Dec 25 to 31 H A Bridgej C W King sec ansas City Mo Mid-Continental P Assn Dec 23 to 30 F M Slutz sec anarck III N W III Poul Assn Jan 3 to 8 G

Lanarck III N W III Poul Assn Jan 3 to 8 G W Sword see

Lansing Mich Central Mich P Assn Dec 20 to 25 H A Bridge J Chas A Crane-sec

Lebanon Mo Laclede Co P Assn Nov 20 to Dec

4 F W Hitchcock J Geo H Hinds sec

Lee Mass Berkshire County Poultry Assn Jan 11 to 13 1893

Lenox Mass Berkshire Co P P and P S Assn Jan 12 to 12 L H Peters sec

11 to 13 1898
Lenox Mass Berkshire Co P P and P S Assn
Jan 11 to 13 L H Peters sec
Lincoln III Logan Co P P and P S Assn Dec 21
to 24 A B Shaner J F A Hickman sec Beaver Falls Poul Assn Jan 25 to 28

Seth P Scott sec. httle Rock Ark Arkansas Poultry Assn Dec 1 to 4 H B Savage j W H Westbrook sec Pine Bluff Ark

Logansport Ind North Central Ind P and P S
Assn Jan 19 to 25 S D Braudt sec
Los Angeles Cal Los Angeles Co Poultry Assn
Jan 10 to 16 Henry W Kruckeberg sec
Louisville Ky Kentucky State P Assn Jan 10 to
15 H A Bridge J Y Bicknell JJ J R Mount sec
Lagrange Ky
Mansfield O Mansfield P P and P S Assn Dec
29 to Jan 1 C W Hz sec
McCook Neb Republican Valley District Poultry Assn Jan 11 and 12
Miamisburg O Miami P Assn Dec 1 to 6 H A
Bridge J Oliver L Dosch sec

Miamisburg O Miami P Assn Dec 110
Bridge J Oliver L Dosch sec
Milford N H Milford P and P S Assn Jan 10 to
12 W D Sargent sec
Milford Mass Norfolk Co Poul Assn Dec 13 to
17 W H Pyne secy
Moline III Western III P and P S Assn Nov 24
10 27 Chas F Kammerer sec Rock Island III

Moline III Western III P and P S ASSII AND TO 27 Chas F Kammerer see Rock Island III Mashville Tenn Tennessee Poultry Pigeon and Pet Stock Assn Jan II to 15 J M Hopkins see New Albany Ind Southern Indiana Pigeon and

w Haven Conn New Haven Poultry Assn Jan 1960 22 w Haven Conn New Haven Poultry Assn Jez 20'87 to Jan 1'98 N D Forbes see Monto-rese Conn wese Conn
New London Conn Eastern Connecticut P Assn
Dec 1s to 18 Chas B Smith acting sec
Northville Mich Northville Fancy Poul Assn
Dec 1s to 18 Perceloge

Dec 1s to 18 Chas B Smith acting sec
Northville Mich Northville Fancy Poul Assu
Dec 5 to 11 A D Brooks sec
North Adams Mass Hoosac Valley P and P S
Assu Dec 1 to 4 A G Nichols cor sec 1
Oakland Cal Pacific Poultry and Pigeon Assu
Dec 9 to 14 S97 Frank Seed sec San Francisco
Oneonta N Y Oneonta P and P S Assu Nov 30
to Dec 3 Arthur J Relyea cor sec
Ottawa Kan Franklin Co P Assu Dec 30 to Jan
4 John C Snyder j Mrs D F Heiser sec
Ottumwa Ia Des Moines Valley Poul Assu Dec
17 to 24 C W Wixey secy
Owensboro Ky Owensboro Poul Show Dec 29
to Jan 1 Hugh A Gilbert sec
Palmyra III Palmyra H Club Dec 21 to 24 F W
Hitchcock j S A Rigg sec
Paola Kan Miami Co P Assu Dec Sto 12 L W

Palmyra III Palmyra H Club Dec 21 to 24 F W Hitchcock J S A Rigg sec Paola Kan Miami Co P Assn Dec S to 12 J W Wale J E E Johnson sec. Parsons Kas Parsons and S E P Assn Dec 7 to 10 B N Pierce J J R Alexander sec Peabody Mass Essex County Poul Assn Jan 5 to 8

Peabody Mass Essex County Pour Assn Jan 5 to 8
Peoria Ills Peoria Feathered Stock Assn to 8 Dr J Oglesbev Gable sec Peoria Ill Peoria Ill Peoria P and P Assn Jan 4 to 8 Geo O Brown j T A Godel sec Pittsburgh Pa Pittsburgh Fanciers Club Jan 10 to 13 W F Barclay sec 1520 Fifth ave Princeton Ill Central Illinois P Assn Dec 20 to 25 A C Best sec 25 A C Best sec
Prophet town III Rock River p Assn Dec 7 to
II W W Moyer sec 11 W W Moyer sec Providence R I Rhode Island P Assn Dec S to 11 H S Babcock secy Pueblo Col Southern Colorado Poultry Assn

Pueblo Col Southern Colorado Poultry Assn Jan 4 to 7
Riverside Cal Riverside County Poultry Assn Dec 9 to 11 1897 V Tresslar sec Riverside Rochester N Y Rochester P P & P S Assn Jan 10 to 15 John J Beveridge sec 88 Lowell street Rochester N Y Rochester F Fanciers Club Dec 20 to 2° J F Tallinger sec.
Rockford Ill Northern Illinois P Assn Jan 10 to 15 McClave J A H Currier sec.
Sacramento Cal California State Poultry and Kennell Assn Dec 1 to 5 1897 Matt Coffey sec.

Kennell Assn Dec 1 to 5 1897 Matt Coffey Sec Sacramento
Sandusky O Associated Fanciers Assn Dec 21 to 24 E G Rogers sec
Santa Ana Cal Orange County Poultry Assn Dec 1897 Mrs Flora McFadden sec Santa Ana Sedgewick Kas Harvey Co Poultry Assn Dec 6 to 11 W.M. Congdon sec C H Rhodes J
Seneca Falls N Y Seneca Poultry and Pigeon Assn Nov 29 to Dec 2 Fred Hobel sec
Seymour Conn Seymour P and P Assn Dec 22 to 25 H D Hendrick sec Shelton Conn
Shelby N C Dec 7 to 10 F J Marshall and F E
Hege judges R L Simmons sec
Sioux City Iowa Big Four Poultry Assn Jan 24 to 30 Dr T A Rose sec
Spartanburg S C Piedmont Poul Assn Dec 15 to 19 Geo H Northrup and F I Marshall judges
B W Getsinger sec

to 19 Geo H Northrup and F I Marshall judges B W Getsinger sec
B W Getsinger sec
Springfield O Springfield Fanciers Assn Dec
28 to Jan 1 Chas McClave j W H Holmes sec
St Louis Mo St Louis Fanciers' Assn Dec 13 to
18 J H Ahrens sec Butterfield and Bridge J
Sturgis Mich Sturgis P and P Assn Dec 20 to 25
St Johnsbury Vt Vermont P and P S Assn Jan
25 to 25 F M Ranney sec
Tacoma Wash Tacoma P Assn Dec 26 to 31
Stephen Holbrooke sec
Tipton Ind The Madison and Tipton Counties
Poultry and Pet Stock Assn June 1898
Titusville Pa The Titusville Poultry Assn Dec
14 to 17 C M Hayes sec
Topeka Kas Western Pigeon Club Dec 14 to 21

14 to 17 CM Hayes sec lopeka Kas Western Pigeon Club Dec 14 to 21 FM Gilbert J M F Hankla sec Coronto Canada Toronto P P and P S Assn Dec

oronto Canada Toronto P P and P S Assn Dec 16 to 20 R Durston sec 42 Austin ave roy N Y Hudson Valley P P and P S Assn Dec 9to 15 Warren T Lord sec Vaco Tex Texas State Poultry Assn Dec 25 to 31 Felch Owen and Savage judges R A Car-uthers sec

Ware Mass Ware P and P S Assn Jan 5 to 7 7 H Rivers Sec
shington C H O Southern O P Assn Jan 11
9 15 W R Dalbey sec
shington D C National Poultry and Pigeon
ssn Dec 7 to 11 Geo E Howard sec Wash-

ington
Vest Chester Pa West Chester P and P Assn
Dec 15 to 18 G O Brown and A E Warner judges F D Reid sec

ges FD Reid sec
Wichita Kan Associated Fanciers of the Arkansas Valley Dec 8 to 11 Theo Hewes j J R
Dutton sec
Wilkesbarre Pa Wilkesbarre P P and P S Assn
Dec 27 to Jan 1 E S Kirkhuff sec
Winslow III Dec 6 to 11
Xenia O S W Ohio Poul Assn Jan 19 to 24 A
G Spahr sec

Expositions.

Niagara Palls N Y Pan-American Exposition 1899 R C Hill sec Omaha, Neb. Trans-Mississippi and Interna-tional Exposition, June 1-Nov. 30, 1898

Dog Shows.

Pawtucket RI Rhode Island Poultry Associa-tion's Dog Show Dec 8 to 11 P Otto supt

convencions,

Fetes, Celebrations, Etc.

Under this heading we publish free of targe the dates of all notable events, which

Aug 29 to Sept 12 James 12 Aug 29 to Sept 12 James 12 Aug 29 to Sept 12 James 12 Aug 20 Aug 2

Boston Mass American Poultry Assn July 18 1898 Boston Mass Sovereign Grand Lodge 1 0 O F :598

Boston Mass 'New England Sportsmen's Exhibition March 14 to 26 sec 216 Washington st Boston Boston Boston Mass Ancient Order Hibernians July 1898 Jas O'Sullivan nat sec Philadelphia Pa Chattanooga Tenn National Educational Assu Feb 1898

Feb 1898
Chautauqua Lake N Y American Assn of Libratians 1898 Melville Dewey sec Albany N Y
Chicago. Ill. National Association Moulding and Picture Frame Manufacturers. Dec. 15, Cincinnati O Annual Convention of Master Horseshoers Oct 11 1898 W J Moore sec Pitts-Purg Per.

Purg Pa Incinnati O Triennial Meeting General Grand Cincinnati O Triennial Meeting General Grand Chapter Sept 1000 Cincinnati O Saengerfest Jubilee 1890 Cincinnati O Catholic Knights of Ohio 1898 James A Dailey sec Toledo O Cincinnati O Grand Council R A M Sept 27

1898 Incinnati O Grand Chapter Sept 28 und 29 1898 Incinnati O National Embalmers' Assn. 1898 Cincinnati O National Embalmers Assn 1898 Cincinnati O Supreme Council Ancient Accepited Scottish Rites Sept 20 1898 Cincinnati O Beta Theta Pi Fraternity At..ual Convention July 1898 Cincinnati O Wholesale Saddlery Assn Oct 27

Cincinnati O National Laundrymen's Assn 1898
H W Stoer sec Cleveland O
Cincinnati O National Encampment G A R Aug
1898
Cincinnati O Cincinnati O Cincinnati O National Encampment G A R Aug

1898
Cincinnati O Grand Court Ohio Foresters 1898
Cincinnati O Brotherhood of Locomotive Firemen Jan 21 JV Reynolds sec Cleveland O Cincinnati O National Convention of Flocutionists June 27 to 32 1898
Cleveland O American Historical Society Annual Convention Dec 28 to 30
Cleveland O Brewmasters' National Assn Sept 1808

dumbus O Ohio Federation of Labor Conven-

Columbus O Ohio Federation of Labor Convention Dec 7
Columbus O Ohio State Grange Annual Session Dec 14 to 16
Columbus O Masonic Grand Lodge Oct 1898
Columbus O Welsh Eisteddfod Jan 1 1888
Concord N H National Grange Convention
Nov 1898 John Trimble 514 F st Washington
D C nat'l see
Cortland N V State Dairymen's Convention
Dec 10 1897
Council Bluffs Ia Interstate Sheriff's Convention
June 14 to 16 1898 W C Davenport see
Sioux City Ia
Denver Col American Medical Assu June 7 to 10

Sioux City Ia

Denver Col American Medical Assu June 7 to 10

Denver Col National Stock Growers' Convention Jan 25 to 27 1898

Detroit Mich National Evangelization Union
Detroit Mich American Society of Civil En-

Detroit Mich Sanitary Convention Dec 9 and Detroit Mich International Assn of Corpora Ticket Agents Sept 1898 Elmira N Y Grand Chapter R A M Feb 1898 Elmira N Y Independent Order Odd Fellows is 7 oit Mich International Assn of Corpon

Elmira N Y Independent Order Odd Fellows'
August 1808
Elmira N Y National Convention of Police and
Alarm Stuper Intendents Aug 9 and 10
Grand Rapids Mich Railroad Master Blacksmitht's National Convention 2nd Tuesday
Sept 1808 D D Garrabrant sec Atchison Kas
Indianapolis Ind Conclave of the Supreme
Lodge K of P August 25 1808
Indianapolis Ind Convention Improved Order
of Red Men Sept 13 1808
Indianapolis Ind National Laymen's Convention M E Church Oct 1808
Indianapolis Ind National Convention Epworth
League 1809

ndianapons ind Sational Convention Epworth League 1899 Indianapolis Ind National Convention of the Boys' and Girls' Home Employment Assn Ransas City Mo Colored Baptists Sept 1898 Kansas City Mo American National Baptist Convention

Kansas City Mo American National Baptist Convention
Kansas City Mo National Harness Mfrs and Dealers Protective Assn Sept 13 to 15
Louisville Ky Junior Order United American Mechanics June 21 to 24 1898 Edward S Deemer nat'l see Philadelphia Pa
Madison Wis State Semi-Centennial Celebration June 7 to 9 1898 Reuben G Thwaites see Milwaukee Wis State Semi-Centennial Celebration June 27 to July 2 Reuben G Thwaites see Madison
Milwaukee Wis National Builders' Assn Feb 8 1898 James J Barry see Boston
Milwaukee Wis National Hardware Assn Nov 16 1898

ilwaukee wis 16 1898 16 1898 It Clemens Mich Convention of Gas Men May 19 to 21 1898 New York City Commercial Travelers' Fair February 28 to March 5, 1898 Alfred Chasseaud

February 28 to March 5, 1898 Alfred Chasseaud manager
New York City National Music Teachers' Assn 1898 James P Keongh see New York City
New York City National Assn of Manufacturers Jan 25 to 27 Waldorf-Astoria Hotel
Niagara Palis Pan-American Exposition May 1 to Nov 1 1899 R C Hill see Buffalo N V
Omaha Neb Supreme Council Ancient and Accepted Scottish Rite Southern and Western Masonic Jurisdiction Oct 1898
Omaha Neb National Assn of Postal Clerks
June 1 1898 G A Wood see West Medford Mass

Omaha Neb Sons of Veterans National 1 a campment Sept 1898 Chirles K Darling commander-in-chief commander-in-chief Omaha Neb - National Eclectic Convention 1884 Omaha Neb - American Institute of Homoepathy

June 1898 Omaha Neb Orlando Fla National Road Parliament 1898 Orlando Fla National Good Roads Congre

Feb 2 1898
Ottawa Kan American Public Health Assu Sept 1898 Dr C O Probst see Columbus O Pasadena Cal Tournament of Roses Jan 1997
F B Boynton see Philadelphia Pa German American Journalists Assu Date not decided Philadelphia Pa National Convention Master House Painters and Decorators of the United States Feb 12 to 14 1898

Fr Junior Warden
Pittsburg Pa National Brick Manufacturers
Feb 1898 TA Randall sec Indianapolis Ind
Pittsburg Pa Biennial Convention of the Knights
and Ladies of Honor of Pennsylvania 1897
grand sec Fred Voelcker Philadelphia
Richmond Ind National Conference of Friends

Richmond and Salada Augusta Salada A

Gen H L Street commander ton D C
San Francisco Cal Northern Baptist Convention

Golden Jubilee

rancisco Cal California's Golden Jubilee

San Francisco Cal California's Golden Jubilee
Jan 24 1858
St Louis Mo Wholesale Drug Assn National
Convention October 1868
St Louis Mo Convention Building Trades Council Dec 20 H W Steinbiss see
St Louis Mo Carriage Builders' National Assn
Sept 1858 H C MeLear, see Wilmington Del
Syracuse N Y Semi-Centennial Oct 11 to 17
1858

Syracuse N Y Semp-Contention 1898
Toledo O Letter Carriers' National Con Sept 5
1898
Toledo O Grand Army of the Tennessee 1898
Topeka Kan State Temperance Convention opeka Kan State Temperance Convention Feb 1 and 2 Secretary Stevens oronto Ont Annual Convention Keeley League Aug 1858 Chas J Paddock sec 269 Dearborn st Chicago III 'ashington D C National Convention I O B B Jan 24 to 27 1858

L. B. 446. TAMAQUA, PA. ugton D C National Board of Trade Washington D C Stational Dec 14
Dec 14
Wheeling W Va Reunion of the Society of the Army of West Virginia Sept 1838
Willitmsport Pa Union Veterans Legion 2nd Wednesday Oct 1898 THE RUSSELL BILL POSTING CO.



W. C. TIRRILL & CO.

LIMA, O., - Population 25,000 Pop. 7,500. VAN WERT, O.

LARAMIE, WYO.



All Kinds of Printing and Engraving.



HENNEGAN & CO.

CINCINNATI.

STEINBRENNER'S DISTRIBUTING SERVICE....



I take this opportunity to thank my many patrons who have entrusted their work to me during the past year. Their number has increased three-fold. They were all satisfied, some enthusiastic, over the service rendered. I can assure them even better service next year. Perfect service. The advertisers who have not tried Cincinnati or Steinbenner's Service, would do well to write me.

Write Now. . . . Satisfaction Guaranteed.

W. H. STEINBRENNER,

.... MANAGER

No. 519 Main St., = Cincinnati, Ohio.

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CINCINNATI, OHIO.

. RIGG BROS....

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HENRY WERNER CITY BILL POSTER AND DISTRIBUTOR.

WINONA. - - MINN. 3,000 FEET OF BOARDS.

HARTFORD BILL POSTING COMPANY ...

159 HIGH ST... HARTFORD, CONN.

CAPACITY 5,000 SHEETS.

Boards located in all parts of the City and EAST HARTFORD

All Railroads and Electric Lines covered.

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EASTERN OHIO DISTRIBUTING BUREAU JOHN M. EVANS, MANAGER.

BOX 153.

YOUNGSTOWN, OHIO.

RUSH P. CRAWFORD.



Novelty Department.

C. T. CRIPPEN

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AND DISTRIBUTOR

R. I. LEARY.

DISTRIBUTOR, FRANKLIN, VA. uthampton County, 20,800 inhabitants; Frank-in township, 1,500; circuit of 3 miles, 150,000, satisfaction given; also, reference. Five years it the business.

GEORGE A. JACOBS.

Bill Posting, Distributing and Sign Tacking

Huntington, W. Va.

Pop. 20,000.

SIX SURROUNDING TOWNS!

FIRST-CLASS SERVICE.

G. WHITCOMB, KENT, PORTAGE CO., OHIO.

ern Ohio. Ref.C I Hood Co.and W.T HansonCo.

NORWALK, O. Population, 8,000 M. T. Woos-

ter, Distributor. Reference C. I Hood & Co.

Population 8,000. Own and control all bill-

BILL POSTER **DISTRIBUTOR**

AND TACKER

Population of County, 32,000. Population of Town, 3,500. SULLIVAN, - - INDIANA

FOR SULLIVAN AND SULLIVAN COUNTY, IND.

Advertisers wishing to advertise in this section in any manner, address, GONGORD N. H.

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

EVERY READER is interested. Results the desired thing in advertising. You get the best results by using the best methods. The Advertising World helps you to determine the best methods. Sample copy free for the asking.

See our line of advertising cuts, newspaper cuts, calendar plates, half tones, line etchings or wood designs. Electrotyping at low at the best possible prices. All our you have to do is to ask for circulars, which we send free. State what line you are interested in and we send them. There you are.



HARPER ILLUSTRATING SYNDICATE. COLUMBUS. O.



THE CITY OF SPRINGS . . .

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IS A PROFITABLE FIELD FOR ADVERTISERS.

THE TWIN CITY

Bill Posting, Distributing and General Advertising Company

W. T. PFOHL, Manager, WINSTON, N. C.

DUTCH VOGE CITY BILL POSTER STEUBENVILLE. OHIO. NUF SED.

W. A. & S. M. NOYES CITY BILL POSTERS AND DISTRIBUTORS

Box NE WBURYPORT, MASS.

J. BOYLE NICHOLS,

LICENSED

CITY BILL POSTER and DISTRIBUTOR DANVILLE, KY.

JOHN GORIN CITY BILL POSTER

BOWLING GREEN. KY.

ESTABLISHED IN 1876.
"AND STILL AT IT." HENRY HERFF, City Bill Poster and Distributor. L. B. 187. WABASH, IND.

BUBB POSTS BILLS AND DISTRIBUTES CIRCULARS AT WILLIAMSPORT, PENN'A.

DO you want orders for goods from NEW MEXICO?

Send us your paper for posting or distributing in

Santa Fe, N. M., population 10,000 Santa Fe County, 10,000 Rio Arriba County, 15,000 Taos County, 10,000 And we will send you the trade.

350 miles of wagon road—25 towns and villages covered. For estimates and information

covering the entire territory of New Mexico, write to

A. M. DETTELBACH CO. Bill Posters and Distributors, P.O.Box 240 SANTA FE. N. M.

The Bill Poster and Distriburtor, Licensed.

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e. w. abbott,

Bill Poster and Distributor,

HARTFORD CITY, - - - INDIANA.
Good work guaranteed. Population, 6,500.

POP. 5,000. **Junction City, Kans.** HERMAN DELKER, Bill Poster and Distributor. Reference: First National Bank. SATISFACTION GUARANTEED.

JOHN CLARIDGE. BILL POSTER, Population 5000.

NEWPORT, ARK.

TOLEDO, OHIO. POPULATION, 125.000. EDMONDS & CO., Bill Posters and Distributors.

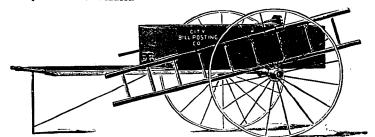
JOHN L. MARSH. ed Bill Poster, Vancouver 19.000 feet of Boards. Samples distribut Population, 7,000.

メドシドンドンドンドンドンドンドンド 3 Bill Posters Distributors &

WAGON or CART

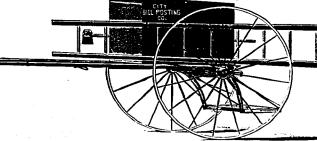
You can get a wagon built by a village blacksmith, and doubtless, too, you could get a saddler to make you a pair of shoes, but what is the use when you can go to a firm who make a specialty of the very thing you want. We can give you a better vehicle for half the price you will pay at home.

Bill Posters' Push Cart.



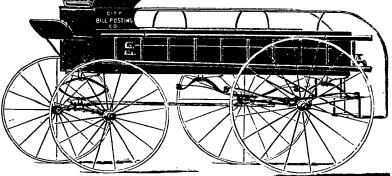
They are beautifully painted, substantially built. Will last a lifetime, and I sell them at the phenomenally low price of the No extra charge for painting firm name on the sides.

Bill Posters' Pony Cart.



Light strong and durable. This vehicle is bound to find favor. It is the handlest thing imaginable. Has paste tank, water tank, etc., and we furnish complete for the remarkably low price of

Bill Posters' Wagons.



We make them in almost infinite variety. We have them with shafts and with poles i and without tops, in fact in every style imaginable. This is one we make in three sat the following prices viz.

A-\$90.00. B-\$100.00. C-130.00.

JOHN H. MICHAEL,

Manufacturer Bill Posters' Vehicles.

225, 227, 229 East 8th St, CINCINNATI, O.

We have just completed a new distributor's wagon. It is a marvel of convenience and utility. Photos free to intend-

とアレアレビアレアンアンス

Mrs. C. E. Clayton, Prop. J. Gibson, Manager

POWER CITY Bill Posting-Distributing Agency

GENERAL OUT DOOR ADVERTISING . .

OWNS IN THIS TERRITORY: Niagara Falls, N. Y 24,000 Niagara Falls, Ont 8,000 Lewiston, N. Y. 500 Youngstown, N Y.500 ... Wilson, N. Y 500

OFFICE, 21 THOMAS ST.

NIAGARA FALLS.N.Y.

BELOIT, KANSAS, also Concordia, Minneapolis, Delphos and Glenelden. Address,
C. H. BURT, Sole Bill Poster and Distributor, Beloit.

85-Pug Dogs and Masquerade Suits for sale.

AGENTS WANTED TO SELL Fine business for Agents selling ready-made Novelty Signs, 11x14 inches printed on colored card boards, ready for immediate shipment. Here are a few mentioned of 500 varieties; Holiday Presents, Repairing, Call Again, Fresh Bread, Dress Making, For Rent, Special prices for the next three months at \$2.15 per 100 assorted cards prepaid. Order or write us to-day.

Val. Schreier, Sign Publisher, Milwaukee, Wis

GEO. S. CHANDLER, 155 Market St. Portsmouth, N. H. Honest distributor of advertising matter of every description. References furnished.

FOR SALE.

Splendid Bill Posting and Distributing Plant which covers SANTA BARBARA and adjacent towns. Will be sold with or without the hand W. J. STAFFORD; Santa Barbara, Cal

ADVERTISERS WANT GOOD RESULTS FOR

STOUDER & SMITH

PROPRIETORS OF THE

Temple Bill Posting Co.

FT. WAYNE, IND.

ARE THE PEOPLE THAT GIVE IT

COMMERCIAL WORK A SPECIALTY.

J. M. DISHON, and no other, Goes forth in haste

With bills and paste, And proclaims to all creation,

Men are wise who advertise In the present generation.

Terre Haute, Ind.

PENSACOLA, FLA. JOHN L. SMART.

Solicits contracts for distribution and sign tacking of all kinds of legitimate advertising matter. Pop. city. 16,000; pop. territory worked, 25,000. Reliable distribution. References furnished. Member International Assn. of Distributors.

JOSEPH BARRATT. City Bill Poster

CARTHAGE, MISSOURI. opulation, 10,000. Distributing done carefully G. H. OTTING.

ESTABLISHED 1870.

-J. F. OTTING.

G. H. OTTING & SON,

BILL: POSTERS: AND: DISTRIBUTORS

In Newport, Bellevue, Dayton, Fort Thomas, Cote Brilliant, Inverness, Finchtown, and Claryville, Ky,

OWN AND CONTROL ALL

BILLBOARDS IN THE CITY.

OFFICE: No. 608 YORK STREET, **NEWPORT. KY.** GOOD WORK GUARANTEED.

HENRY C.

ALL ORDERS PROMPTLY ATTENDED TO.

CROSBY

SIGNS

PATERSON, N. J.

MILFORD, MASS.

Population, 10,000. W. E. Cheney, City Bill Foster, Distributor. 82 No. Bow street. Sole control of all bil boards in city and adjoining towns. 20 years' experience in this city Paggage and scenery truck express. fe-12

Press Clippings

Proposed events, fairs, conventions etc. Other lines of items from the newspapers of the country. Send for

N. E. Newspaper Bureau, 146 Franklin St., Boston.

Scranton, Pa. 654 Deacon, J. H. Beltz, member f. A. of D., samples pur out, circulars distributed, signs malled up, Work isguaranteed, 200,000 people in Lack awanna t'ounty.

THEATRICAL AND CITY BILL POSTERS Distributing and Advertising Agents,
Work promtly and properly executed.
C. B. WOODWORTH, Mgr. FORT WAYNE, IND

'Mr. Manager!' "One Moment Please."

WF paint pictorial advertising signs society silk banners, show canvas theatrical scenery and imitation litho OUR artists are expert and up-to-date.

WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty energy, experience and World's Fair diplomas. OUR boards, stock, labor and prices are

O. K. WE have no alleys, back fences, "charlie

boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

C. M. Smith & Co. Brantford. Canada.

Population of City 17.000. County 50.000. Country 5,000,000.

YOUR PORTRAIT.

We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. matter. We make this offer just to introduce our paper to new readers.

The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio

SHELBYVILLE, INDIANA.

T. F. CHAFEE & SON. BILL POSTERS AND DISTRIBUTORS.

W. A. Sheetz. ... LICENSED CITY ... BENTLEY & CO. * BILL .: POSTERS

Posting, Lithographing, Sign Tacking, Distributing, Railroad and Commercial Advertising. OFFICE: NEW MASONIC THEATRE,
No. 422 CHURCH STREET,
NO. 472 CHURCH S

P. J. SMITH BILL POSTING LORAIN, O. DISTRIBUTING CARD AND TIN ALL NEW BOARDS. ... SIGN TACKING WORK GUARANTEED. ...

SEE YOUR PEN BEFORE BUYING. Upon receipt of 25c. we will send you our 14kt. gold, adjustable Fountain Pen: Price \$1.75. If satisfactory, pay the Lx. Co. \$1.50. Agents wanted. The Whitney Fountain Fen Co., Cleveland, O. P. S. \$1.00 Fountain Pens, 14 kt. gold, if your wish them Dept. B.

PROVIDENCE, R. I.

We cover any city in New England. And do our work to the entire satisfaction of the Advertiser.

Ask the California Fig Syrup Co., of New York, or Mennen's Chemical Co., of Newark, N. J., about us. Other references if you want them.

MAURICE WEINTRAUB & CO., DISTRIBUTORS AND OUT-DOOR ADVERTISERS,

BOSTON, MASS

TRENTON, New Jersey | WE WANT YOU... The Trenton Bill Posting Co.

Owrs all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing. WM. R. WILLIAMSON, Manager

BELVIDERE, ILLS. Fred, Wiffin, Bill Poster, 312 caswill St. 177

L. A. DANIELS, City Bill Poster and Distributor SANTA CRUZ, CAL.

POPULATION 8.000. Member International Bill Posters Asso of United States and Canada.

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bili boards and spaces. P.O. Box 189.

To become a subscriber to UP-TO-DATE IDEAS, because we believe it will be beneficial to you, and, again, because we wan 50 cents for a year's subscription

IT WILL PAY YOU

To subscribe for UP-TO-DATE IDEAS. I has many good suggestions every month which will be worth much more than their

SAMPLE COPY SENT FREE.

UP-TO-DATE IDEAS PUBLISHING CO. GRAND ISLAND, NEBR.

Ottawa, Ills. Ottawa Bill Posting Co.

The ONLY Liceused Bill Poster and Distribute Population 14,000. Members Ass'd Bill Posters and International Bill Posters' Ass'n of U. S. and Canada. No Theatrical Work. Strictly Commercial.

ALL WIND

the small city bill poster. They only send paper to him when forced to by the advertiser. They inevitably send it to large cities, so that their commissions can be collected in greater bulk. If %am Hoke or any other solicitor will guaran-tee us the paper we will build boards enough to make this town look circused

NOON BILL POSTING CO.. MARBLEHEAD, MASS.

RICHARD WAHLER,

If you want good work, send him your Posters and Samples.

FREEPORT. ILL.

ACCOUNTICS. A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Asso ciations, together with original inquiries and investigations. The most eminent accountants are contributors.

SCIENCE OF ACCOUNTS. ART OF BOOK-KEEPING.

ACCOUNTICS answers questions in higher accounting and book-keeping practice; contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. KITTREDGE. Subscription One Dollar a year.

Accountics' Association, WOOL EXCHANGE, NEW YORK.

M. W. MEEHAN, BILL POSTER Programmer. Careful Shelburne Falls, Mass.

Southern Press Clipping Bureau. Atlanta. Ga.

Newspaper Press Clippings for Trade Papers, Manufacturers and Advertisers. Also list of names for circularizing.

Logan, Utah. WILL CROCKETT. Bill Poster, Distributor and Sign Tacker in 20 adjoining towns in Cache Valley. Population 24,000.

Business

Mailed free to all mentioning this advertisement BUSINESS contains articles by noted writers upon Office Routine, Business Management, Ac-counting, Advertising and Economic subjects, in-cluded under Finance, Transportation, Commerce

nd Manufacturing.

To read BUSINESS is a liberal commenducation in itself ducation in itself.

The office of BUSINESS is to be in every office.

Monthly, \$2 a year. Address

BUSINESS PUBLISHING CO., 13 Astor Place, New York.



ESTABLISHED 1892.

The "TWIN CITIES" DISTRIBUTING AGENCY

J. T. HUDSON, BUSINESS MANAGER. LICENSED DISTRIBUTORS.

OFFICES: 120 SIXTH STREET, PITTSBURG, PENNSYLVANIA. BRANCH ALLEGHENY, PA.

Reliable Service with Distributors under BOND. Folder containing list of Patrons and

LOS ANGELES, CALIFORNIA.

POPULATION, 1897, 103,786 1890, 50,000

Los Angeles now has a resident population of over 103,000, and during the winter at least 50,000 tourists are there seeking climate. No rain at all in summer, and in winter less than in New York in summer. We are the sole owners of the billboards, and make a specialty of distributing.

MERCHANTS AD-SIGN CO., 636 BROADWAY, LOS ANGELES, CAL

MANCHESTER, N. H.

TRAVELING ADVERTISING AGENTS:

Gentlemen—When in this city, you are invited to give us a call, and make this office your headquarters we are at No. 50 Hanover Street, opposite Opera House Block, the most central part of the city. We shall be pleased to give you any information you de sire, free of charge. SIGN TACKERS . . . D. J. LEFEBYRE ADVERTISING CO.

. . . SAMPLING.

CITY BILL POSTING CO.

rount Personal
Service Guaranteed tall Times.

OUT-DOOR ADVERTISING The Only Exclusive
Distributing Service
In the City.

Capacity 1,500 sheets of paper, all boards on street car lines. Population of town, 26,000. Write for estimates.

NORWALK, CONN. & Harry B. Bussing, P. O. BOX 408. 🏄

. . . Proprietor . . .

W. L. HISSONG. BILL POSTER AND DISTRIBUTOR

I own and control all Boards in Town, and Guarantee honest work. Write for List of

BUTLER, OHIO.

CLOWES ADVERTISING AND DISTRIBUTING CO. 60.000 INHABITANTS IN OUR TERRITORY! ALL WORK GUARANTEED OR MONEY REFUNDED. A TRIAL WILL BE CONVINCING PROOF.

CONNELLSVILLE, - - - PENN.

TRY... CITY OF WAUKESHA

FOR BILL POSTING AND DISTRIBUTING.

JOHN H. JONES, Distributing, sampling, sign tacking. Office, N. W. Cor. Mount & McHenry Sts. BALTIMORE, MD.

CHICAGO -

- AND SUBURBAN TOWNS ... J. A CLOUGH, Manager ...

Clough's Distributing Agency,

42 RIVER STREET, ROOM 414.

SAMPLING, DISTRIBUTING OF CIRCULARS, PAMPHLETS, CALENDARS, BLOTTERS, ALMANACS, Etc. CARD, TIN AND BOARD SIGNS NAILED AND TACKED UP.

Prompt and Efficient Personal Service at all times. Only Guaranteed Distributing Service in this City.

Member the International Association of Distributors, The Will A. Moulton Co , and Registered References: Fuller & Fuller Drug Co., Chicago; Genessee Pure Food Co., LeRoy, N. Y.; Allen S., Olmstead (Foot-Ease), LeRoy, N. Y.; California Fig Syrup Co.; Dr. N. C. Davis (Anti Headace Powders); Chattanooga Med. Co.; Kondons Manufacturing Co.; S. Pfeiffer Mfg Co., W. H. Comstock Co. (Morses Indian Root Fills) and hundreds of others.

Jointed Magnetic Hammers

Just the thing for Card Tackers. which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high—away aboye the reach of

Donaldson Lith. Co., Cincinnati, O.

DEAR SIRS: I received from you a few days ago a Magnetic Hammer in good condition! Have used the same and find it to be the finest article for putting up signs that I have

putting up signs that I have ever used. Yours truly, FLEISCHMANN & CO. Gardner, Mass. W. P. BULLARD, Agt.

SAVES CLIMBING.

Enables you to give your clients first-class permanent

PRICES 8-in. handles, 2 sections, \$2.00

t2-in handles, 3 sections, \$2.50 DONALDSON LITHO CO. Sole Agents,

CINCINNATI,

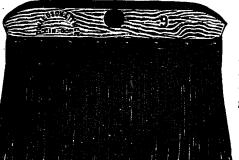
COOR MUST ACCOMPANY ORDER. NOXE SENT C.O.D.

Bill Posters' Paste Brushes.

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find any-

8 inch. \$2.25 each... 9 inch, 2.75 each. 10 inch, 3.00 each.





This is our celebrated "UNEXCELLED"

The Best Paste Brush made. Popular every-

where on account of its great durability.

PRICES.

8 inch, \$2.75 each. 9 inch, 3.00 each. 10 inch, 3.25 each.

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

Jointed Paste Brush Handles

Made Expressly Por

Traveling Advertising Agents.

Will fit inside of a bill trunk. Great convenience.

HANDY, DURABLE, STRONG. RIGID.

PRICE:

7 feet, 2 sections. - - \$1.25 10½ feet, 3 sections. - \$1.75

Donaldson Litho. Co. CINCINNATI.

Remit with order. None sent C.O.D.

ESTABLISHED 1876. CHARLES W. YORK, *

Bill Poster and Distributor.

HAVERHILL, MASS. *

I make a specialty of Distributing.
Reference if required. ¶97

Newport, Ky G. H. Otting & Son, Own and control all boards. Good Service

Allen's Press Clipping Bureau

Offices, Rooms 3-4-5-6-7, 510 Montgomery St. San Francisco; Union Block, Portland, Ore.; 105 Bast First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico.

Atlanta, Ga. 124 Haynes St.

Wm Peden, Advertising Distribute 1, Mens tacked up in this and adjoining coun-ties, \$1 00 per 1000 and up, d97

DENVER, COLO.

The Curran Bill Posting & Distributing Coowns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado prings. Population of Denver, 185,000; Puebl. 40,000; Colorado Springs, Colorado ity and Manitou, 20,000.

Butte, Mont. W. E. Kendrick, R Il poster and sign advertiser. P. O. box 122.

Chillicothe, Mo. Z. B. Myers, Owns all bill boards. Tacking, Distribut-log and Bill Posting done satisfactory or no pay. Write bim.

The Adv. Novelty Co, 32, 34 and 36 E. 3d St CINCINNATI, OHIO.

Manufacturers of and dealers in Domestic and
Imported Advertising Novelties. Cards
Calendars, Panels, Shapes, &c.

The Pride of the North-West has one Bill Poster,

THE BRESLAUER BILL POSTING CO.

Owns and Controls, without a single exception.

EVERY PROMINENT BOARD

EVERY DESIRABLE HOARDING

EVERY FIRST-CLASS LOCATION EVERY POINT OF VANTAGE

THROUGHOUT THE ENTIRE CITY!

Certain malicious persons are circulating false at THERE and misleading rumors to the effect that there ... IS... is an opposition bill posting firm in this city. **\tilde{\mathbf{h}}\\ \dots \dots \mathbf{NOT!}

An insignificant sign painter has picked up a few secluded and obscure stations, but he is not a bill poster, and never will be. Send paper as heretofore to

THE BRESLAUER BILL POSTING CO. MINNEAPOLIS,

MINN.

Cincinnati, O. Pop. 350,000.

Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati

Oregon sign co.

Bih Posters, Distributors and Sign Paint ers Box 374, Oregon City Oregon. 1997

Wilmington, No th Carolina. Pop. 25,000.

Thos. P. Day & Co., Bill Posters and Distributors

JNO. McCRAITH, MARSHALL, Makes a specialty of lithograph tacking. etc. Special attention given to all orders.

BENJ. MILES The Lime City Distributing Agency HUNTINGTON, IND.

Population of city, 10,000 County, 30,000.

Prompt and reliable service at all times.

Pittsburg, Pa. Pop. 500,000.

Established 1892.
The "TWIN CITIES" Distributing Agency, DISTRIBUTORS, Office 6, Sixth St. Branch, ALLEG TENY. J. T. HUDSON, Manager.

AGENTS WANTED

TO SELL Fine business for Agents selling ready-made Novelty Signs, 11x14 inches printed on colored card boards ready for immediate shipment. Here are a few mentioned of 500 varieties: Holiday Presents, Repairing. Csill Again, Fresh Bread, Dress Making, For Rent, etc. 80 per cent profit Greatest sellers on record, Special prices for the next three months at \$2.15 per 100 assorted cards prepaid. Order or write us to-day.

Val. Schreier,Sign Publisher,Milwaukee,Wis

SIDNEY, OHIO.

CHAS. P. RODGERS Owns and Controls all Boards for Posting, also Distributes Advertising Matter for the best houses in the country. I Guarantee all work done to the interest of the dveitiser. Give me a trial order.

R.G. CUTTAN, Greensburg, Pa.

The only Bill Poster and Distributor in the town Owns all the billboards Advertises all over the county.



Send a trial order of Posting or Distributing to

THE WAUKESHA BILL POSTING CO. WAUKESHA, WIS._

MANSFIELD, Pa. POPULATION, 2,500. 60,000 The W. D. Husted Adv. Go. 67 MAIN STREET,
Post, Distribute and Tack the Entire City

₹0. W. YANSYCKLE, Mgr.

A MERRY CHRISTMAS . . .

. . . A HAPPY NEW YEAR

ANSYCKLE ADV. CO.

INDIANAPOLIS. INDIANA.

Portraits and Buildings for all Purposes.

SEND FOR SAMPLES.

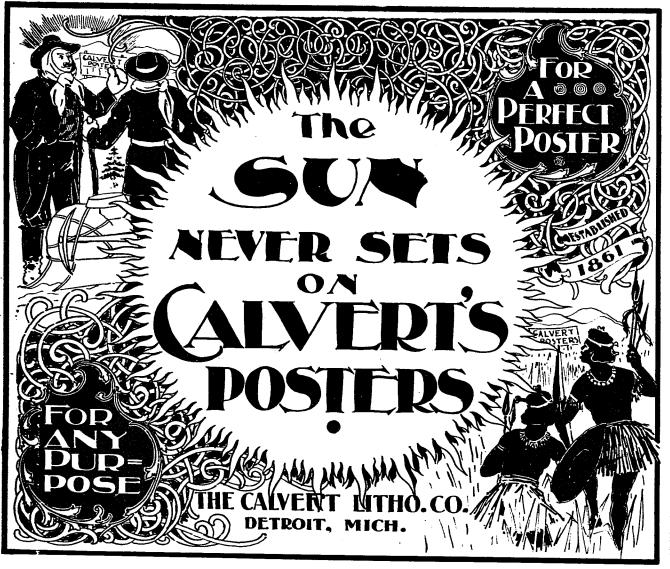
W. W. MOORE, LICENSED CITY BILL POSTER... DISTRIBUTOR AND CARD TACKER Established 1873. DES MOINES, IOWA. ASSOCIATION PRICES POPULATION 70,000.

ESTABLISHED IN 1867.

- FROM BUCKET TO BARREL -

GENERAL BILL POSTERS

DAYTON, OHIO.



Lemars, IOWA . . . POPULATION 6,000. WILLIAM O. LIGHT,

BILL POSTER. Reference: First National Bank

THE MANHATTAN PRESS-CLIPPING BUREAU.

LONDON ARTHUR CASSOT, Manager. Knickerbocker Building.

No. 2 West 14th St., New York. Supplies press clippings for Trade Jour-als, and on all subjects. Best facilities. Hon. CHAUNCEY M. DEPEW is one of our regular patrons.

Hon. CALVIN S. BRICE:
You have the best facilities of anyone in the field in your business.

Diancy, Wm. E., Expert Ad Writer, Station T, Boston, Mass.

J. B. YOUNG CITY BILL POSTER AND DISTRIBUTOR

SATISFACTION .: GUARANTEED. ASSOCIATION PRICES.

POPULATION 9,000

ROCHESTER, N. H.

NAMES and Addresses supplied. Any trade or profession. My addresses are all new and not worked to death. Written lists only. 1,000 ladies addresses (who buy goods by mail) for \$3.00; 5.000 agents addresses at \$2.50 per 1,000; 1,000 tax payers addresses (from this country) for \$3.00. Let me know your wants. Best of references given. Address

WELL here we are again. Look us over. We can help you, if you help us. Try it. First-class distributing done only. Write us about it. Prices, 51.50 to 52.00 per thousand. Member of the I. A. of D. Some of our patrons. Dr. Kilmer & Co., Pr. David Kennedy Corporation, Lydia E. Pinkham Med. Co.

CARLISLE: Wm. M. Meloy. Distributor

DETROIT, MICH. MARCELINE, MO. Pop 4,000 Bill Poster and Distributor.
References given. CHAS. E. LONG.

We distribute cards, circulars, samples We tack up signs of every description. Send for Price List. . . . THE . .

NATIONAL DISTRIBUTING CO. UP-TO-DATE
DISTRIBUTORS AND SIGN TACKERS.

297 Cass Ave., - Detroit, Mich.

HOW TO ADVERTISE Everyone Thinks

OUR .. POST BILLS Stevenson & Solomon JACKSON, - - MICHIGAN.

Contracts solicited for the distributing

J. P. CASIMIR

HARRY GEAR, BILL POSTER

CITY OF EL PASO DE ROBLES, SAN LUIS OBISPO COUNTY, STATE OF CALIFORNIA.

Bill Posting and Distributing for Central California. Regular rates. Prompt attentic Good references. Eastern Advertising of every kind solicited. I cover the following towns San Luis Obispo County: El Paso de Robles, San Luis Obispo, San Miguel, Santa Margarita, Te pleton, Creston, Fstrella, Cambria, Cayucos, Shandon, Bradley and Parkfield. Population 20,0

H. H. JENNINGS & SON.

CITY BILL POSTERS AND DISTRIBUTORS

HARTFORD, CONN. Office: HARTFORD OPERA HOUSE.

BRIDGEPORT, CONN.

W. D. FREEMAN,

General Distributor of All Kinds of Advertising Matter. ALL WORK GUARANTEED.

BOX CHAS. A. GRABOW, Peru, Ills. 121 JAMES STREET. DAYTON, OHIO.

CITY BILL POSTERS AND DISTRIBUTORS, Signs Tacked and Signs Painted. Own all Bill, boards in our locality. P. O. Box 38 MCMINNVILLE, OREGOR

C.F.Bangasser&Co.

ITHACA, MICH. POP. 2,50 JAS. DONALDSON,

Bills posted. Samples put out Circulars dis tributed. Signs nailed up. Work guaranteed

FAYETTEVILLE, N. C. Hawkins Bres. Belt Posters and Distributions, Long Box 170

Chattanooga, Tenn.

H. S HOLMES, Member I. A. of D. 16 E. 7TH ST.

Jacksonville, III. 807 S. Main St. Wm. Burke, member of and recommended by U > 10s. Bu eaq

P. H. ZENDER & SON, AUSTÌN. Bill Posters and Distributors.

Own and control all Billboards. SATISFACTION GUARANTEED.

MEMPHIS, TENN.

Van Beuren & Co., Bili Posters and Digital buters, 224 Second street. R. NOLAN 🤝

Up-to-Date Bill Poster and Distributor BOX 610. ALPENA, MICH.

Laconia, N. H. Pop. 15,000. Folsom Opera House, Driving Paus and Show Grounds J. F. Harriman, Manager. Owns all boards in the city and submits.

BEVERLY, MASS. POP. 13,000. LUTHER CAHOON,

y Bill Poster and Distributor, 44 Cabot Street Owns and controls all Billboards in City. Twenty-six years in the business, Work promptly and properly executed.

W. P. HUNTER, Licensed Bill Poster and Distributor.

CARMI, ILLS. - - POP. 5,100.

Kansas City, Mo. Pop. 300.000.

Midland Advertising Co., Joseph Reid, Mgr Distributing, Tac, ing. Reliable Men only Alt towns in Jacasco, and Wyandorte, os. Mem International Asso of Distributors.

HOWARD N. HOLSHOUSER, LICENSED BILL POSTER AND ADVERTISING AGENT . . .

COVINGTON, TENN.

HOWLAND Advertising Sign Co, Rome, N. Y.

distribute advertising matter in the City of Ironton for the Miles Medical Co., C. I. flood Co., W. T. Hanson Co., and others. For full particulars address,

H. C. CROSSLEY. 109 N. FIFTH ST., - - IRONTON, OHIO.

Oswego, N. Y. F. E. Munroe, Licensed Bill Poster, Distributor and Signature.

KNOX MEADVILLE, BILL POSTER-DISTRIBUTOR

HILLSBORO, TEXAS. Phillips Bros., City Bill Posters and Distributors.

W. E. DAVID

Does Bill posting. Distributing and Sign tacking at Clarksburg, W Va. Population 8,000. Owns all boards. Also place work in 28 towns in West Virginia. Send for list.

Clarksburg, W. Va.

Delaware, O. G. D. McGuire,

W. A. NORTHUP Will Paint, Post and Distribute all Advert Matter in a thoroughly business-like manu KINGFISHER, OKLAHOMA.

Jackson, Ga., C. A. Henderson & Co. Member I. A. of D., advertising scents, Territory: Atlanta, MeDonough, Griffin, Locust Grove, Jackson, Frantis, Macon, Forsyth and Barnesville, includes popula-tion of 175,000.

STERETT Show Printing Co., San Francisco, Cal.

B. R. GARVER

THE EMPIRE CITY OF THE SOUTH

Offers the Advertiser an unexcelled opportunity of reaching 125,000 People through the guaranteed distributing ser-

EDW. B. BRIDGER'S Adv. Co.

... No. 608 TEMPLE COURT ...

Member of I. A. of D.

ATLANTA, GEORGIA.

... I can also cover any Town within 100 Miles of Atlanta....

BILL POSTER AND DISTRIBUTOR ... NEW HAMPTON, IOWA.

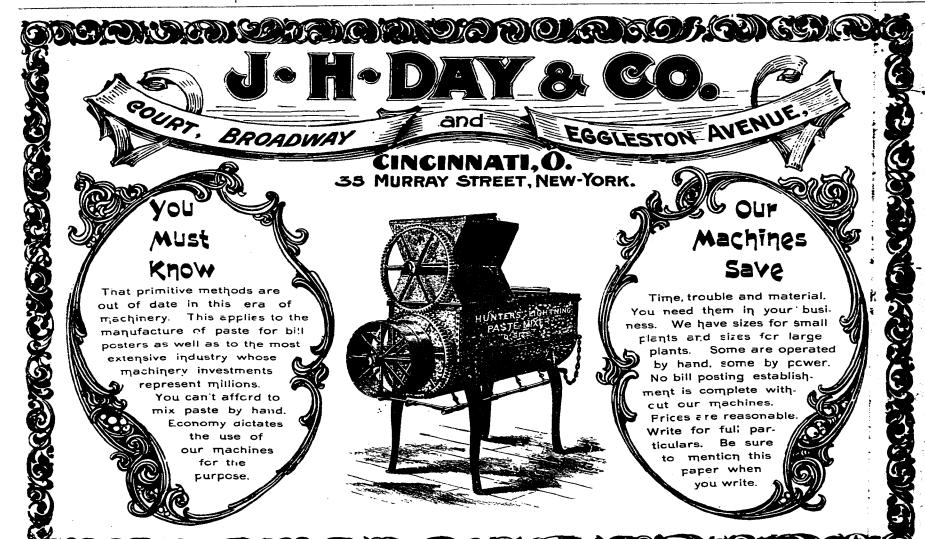
Tucson, Ariz 2,000 ft. of boards WM.REID, Box. 148,

CITY BILL POSTING CO. HARRY B. BUSSING, Manager. NORWALK, CONN.

WATERVILLE, MAINE. POP. 10,000 S. H. CHASE, BILL POSTER AND DISTRIBUTOR ...

Manager Opera House. I own and control all billboards in the city.

Peru, Ind. Chas. W. Stutesman



'THE CITY OF SPRINGS." "THE WESTERN SARATOGA."

is a beautiful little city of about 10,000 popu-WAUKESHA is a beautiful little city of about 10,000 population; it is a good field for advertisers. We will Post your Bills, Distribute your Advertising Matter and Tack your Signs in City of WAUKESHA, also throughout WAUKESHA County. Satisfaction guaranteed.

THE WAUKESHA BILL POSTING COMPANY ... CHAS. G. MEVIS, M. JR.

ROOM 2, BOSTON IRON BLOCK WAUKESHA, WISCONSIN.

THE H. B. WILBER CO. Corollation 2,000. Signs Painted and Tacked up Circulars, Samples, etc., mailed and distributed We own and control 5,000 feet of Barn, Bulletin CAMBRIDGE SPRINGS, PENN. A Reference, Enterprise Pub. Co.

SIGN PAINTERS

We Make a Specialty of

BRUSHES FOR MECHANICS

We are the Only Makers of the Celebrated

SHORT BRISTLE FITCHES FOR CANVAS WORK

ALSO GENUINE BLACK SABLE, RED SABLE AVD OX HAIR PENCILS.

HANLON & GOODMA No. 55 FULTON STREET

SEND FOR CATALOGUE

メアンアンアンアンアンアンアンアンアンアンアンドンドンドンドンド THE INTERNATIONAL ASSOCIATION

OF DISTRIBUTORS.

uting samples and advertising matter from house to house. This organization has rescued and reclaimed the business from the low state to which it had fallen. They have wholly abolished lax methods and dishonest practices, and have made their calling as respectable and lucrative as any line of human industry.

Read Carefully. The service of each individual member is guaranteed by all the other members col-

lectively. That is to say the Association is conducted much after the manner of a mutual insurance company. If any member is detected in violating his contract with an advertiser, said advertiser is immediately reimbursed by the Association for such amount as he may have paid the said derelict member, and the value of the advertising matter as well, the members at large being assessed pro rata to make good the deficiency thus created in the funds of the Association. In this way advertisers are provided with a guarantee that does guarantee. A fund of \$1,000 is always on hand in the treasury for contingencies of this character.

Only distributors who are members of the International Association of Distributors are entitled to use the cuts (trade marks of the Association) incorporated in this advertisement. Infringements will be prosecuted vigorously.

List of Members in Good Standing Whose Services are Guaranteed by The International Association of Distributors.

ALABAMA. Birmingham—Sheldon McMurray. COLORADO DENVER-COLORADO SPRINGS-Curran Bill DENVER—COLORADE SPRINGS—CUITAN BIII
Posting Co.
VICTOR. Cripple Creek Dist.—Jos. A. Quinn,
Manager Quinn B. P. Co.
PUEBLO—Jesse Mitchell
CALIFORNIA.
VENTURA—G. H. Sheppard.
LOSANGELES—F. W. Sabichi, 125 N. Broadwy
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